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NEWSPAPER

Advertising Age

June 18, 1990

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LAST MINUTE NEWS

Hearst-'Newsweek' ad deal

NEW YORK—Washington Post Co. and Hearst Magazines are considering joint advertising buys between *Newsweek* and Hearst's women's titles, including *Cosmopolitan* and *Redbook*. "We are sitting down and seeing, between our magazines, if there are any accounts where we could work together," said Mark Goldschmidt, VP-director of marketing and planning, Hearst Magazines. He said the companies should start approaching advertisers with proposals within the next month. The categories that might make sense, he said, include beer and "anything with a promotional kick to it."

Syndication upfront is on

NEW YORK—Advertisers are moving ahead with plans to buy as much as $1.2 billion in commercial time in barter syndication's upfront selling period this month and next. The moves come amid turmoil at the Big 3 TV networks over ratings guarantees *(see story on Page 2)*. Procter & Gamble and other package-goods advertisers have made commitments of up to $400 million so far, reported Premier Advertiser Sales and Camelot Entertainment.

Ryan pitches for Bic

NEW YORK—Bic signed Texas Rangers pitcher Nolan Ryan as a spokesman for its metal shaver and will feature him in a campaign breaking later this month. Three 15-second commercials and one :30 will air on network and cable TV. Slater Hanft Martin handles.

Barbie goes to Hungary

BUDAPEST—Mattel has launched a TV campaign for Barbie dolls, Hot Wheels miniature cars and He-Man

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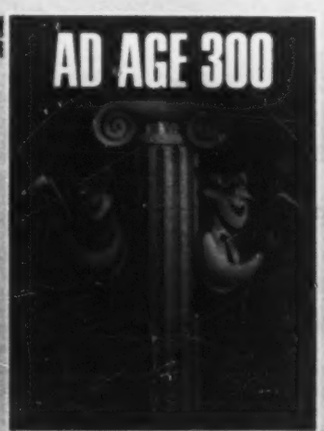

Special Report: Advertising Age unveils the Top 300 revenue-producing magazines—starts after Page 48.

Chrysler, Fiat steer toward major linkup

By Raymond Serafin

Chrysler Corp. and Italy's Fiat are in intense negotiations that could result in major new links between the No. 3 U.S. automaker and Europe's No. 2, say sources close to Chrysler.

One source said the deal, if completed, could go as far as Fiat buying a significant —but likely minority—equity stake in Chrysler.

That would give Chrysler a needed cash infusion for capital projects and new-product research & development.

A close working relationship between the two companies would open up a slew of development, distribution and marketing opportunities in both the U.S. and Europe.

The possible linkup could "give Chrysler the best position it could possibly have in Europe," said Thomas O'Grady, president of Integrated Automotive Resources, a marketing consultancy.

Though it has a weak U.S image, Fiat is a major player in Europe, encompassing the Fiat, Alfa Romeo, Lancia and Ferrari brands.

The deal could give Chrysler access to the Soviet Union and other Eastern European countries, since Fiat has already forged partnerships with auto companies in those emerging consumer markets.

A spokesman for Chrysler characterized as "rumor and speculation" the possibility of a new Chrysler/Fiat venture. He said Chrysler has frequent discussions with a number of auto companies about possible areas of cooperation.

Chrysler and Fiat already are linked via a

(Continued on Page 8)

Steve Dubanik

Six decades on roller coaster

Advertising Age marks its 60th year of publishing with interviews covering trends of each decade: Don Amache (radio); Howard Morgens of Procter & Gamble Co. (war years); Sylvester "Pat" Weaver of NBC (TV); Mary Wells Lawrence (creative revolution); Ralph Nader (consumerism); and WPP Group's Martin Sorrell (mergermania). See Page 50.

Int'l split on fighting ad rules

IAA, Geier differ on who should handle lobbying effort

By Nancy Giges

HAMBURG—International advertisers, agencies and media are waging a furious debate over how to fight strict ad regulations being proposed in Europe in advance of becoming a single market in 1992.

The debate erupted at the International Advertising Association's 32nd World Advertising Congress here last week, where more than 1,000 participants heard speakers sound the alarm.

"Ever more repressive government regulations coupled . . . with punitive taxation are fearful threats," said Philip A. Geier Jr., chairman-ceo of Interpublic Group of Cos., New York.

The European Community is considering regulating ads for everything from cigarettes to corn oil.

In fighting the proposals, IAA leaders favor having the lobbying effort handled by a strengthened European Advertising Tripartite. The organization is affiliated with the European Association of Advertising Agencies now but is expected to become independent later this year.

But Mr. Geier argued that the tripartite isn't strong enough and urged establishment of an Advertising Council of Europe, similar to the U.S.' Leadership Council.

"I fully endorse formation [of a council] and will direct Interpublic's resources to that end," said Mr. Geier, who added that his agency holding company would pay half of a council director's salary.

Roger Neill, newly elected IAA president and London-based ceo of Bozell Europe, said the IAA would put funding into an effort by the European Advertising Tripartite.

Norman Vale, the IAA's director general, described the lobbying discussions as

(Continued on Page 84)

Status of ad-related EC directives

- **Tobacco:** Total ban on tobacco advertising expected to be in effect by 1992.
- **Food:** A proposed ban on food claims in advertising could be liberalized to allow some health and nutrition claims.
- **Alcohol:** Individual EC countries (Spain, Italy, France) are increasing restrictions on alcohol advertising. There's a fear that restrictions could be adopted by the EC. So far, no formal proposal has been introduced.
- **Pharmaceuticals:** Restrictions on over-the-counter drugs ads to consumers are likely.

Source: Advertising Age

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ABP ABC

Big 3 unite behind NBC ratings policy

By Wayne Walley

The Big 3 networks ended the upfront stalemate last week by adopting a uniform viewer-counting plan, devised by NBC, that would reduce their liability for advertiser make-goods.

The explosive issue could still turn the projected $4.4 billion advance selling season into a giant free-for-all at the bargaining table.

Media buyers said they would grudgingly accept the network terms if that's what it takes to get in the door, but they stressed guarantees remain negotiable.

"If the network wants you to agree to the guarantee policy before you get a plan and you are in a very competitive category, you sign and then negotiate from there," said Chuck Bachrach, senior VP-director of network and programming for Rubin Postaer & Associates, Los Angeles.

"Let's be realistic," said Arnold Chase, VP-director of network operations for Bozell, New York. "If the networks hold firm, people will accede to it and then go into negotiations."

"Everything is negotiable," said Larry Hoffner, exec VP-network sales for NBC. "But this is our basis of sale this year. It is not in our best interest to go through what we've gone through and then throw [the new guarantee policy] out. . . .

"But this is not a long-term solution—it's stopgap. There is no higher priority than to develop a new system" of audience measurement.

NBC delivered a 20-page packet to agencies last week explaining the new policy, which uses eight-year viewing trends for all network TV, as well as cable, syndication and independent stations, to project usage levels for the 1990-91 TV season.

If TV usage levels reported by Nielsen Media Research inexplicably drop below those projections, the network will adjust audience delivery to ease responsibility for make-goods—ad units given free to advertisers to make up for shortfalls of guaranteed ratings.

"Let's be realistic. If the networks hold firm, people will accede to it and then go into negotiations."

Mr. Hoffner said the plan recognizes decreases in the number of people using TV in recent years, and the network will cover what it considers to be a "normal" drop in TV usage.

"We will be responsible for the performance of our programs," Mr. Hoffner said. "For example, if we expect a [persons-using-TV] level of 40 and Nielsen reports a PUT level of 40, and we deliver a million less viewers [than guaranteed], we will pay off with make-goods."

ABC, which had introduced a similar policy using a formula comparing TV usage to three-year averages (AA, June 11), adopted the NBC approach last week "in the best interest of the entire advertising and television network communities."

CBS, despite intense pressure from advertisers and agencies to offer ratings guarantees without modifications, said the NBC plan is "in principle acceptable to us" after considering several options.

Agency sources said CBS doesn't necessarily agree with the NBC projections but will use them rather than confuse the market by creating another policy.

Lawrence Cole, exec VP-U.S. media director at Ogilvy & Mather, maintained the networks have yet to produce any hard evidence there was any problem with Nielsen's numbers.

All three networks have been eager to change the system after an unexplained plunge in TV viewership and an ensuing ratings shortfall earlier this year forced them to give advertisers an estimated $200 million in make-goods.

With the new policy in effect, some agency executives expect upfront sales for the new fall season to start moving with the auto companies and movie studios first in line.

The movie studios, however, might surprise the networks by pushing for some form of ratings guarantees this year.

"I know my client is" asking for ratings guarantees, said Dick Ma-

(Continued on Page 84)

Green Seal unveils plan

Colgate, Kimberly-Clark, P&G not interested

An Advertising Age roundup

Green Seal Inc. last week unveiled the first five product categories for its environmental Green Seal seal of approval program.

Those categories are light bulbs, laundry cleaners, house paints, toilet paper and facial tissue.

Many marketers including Colgate-Palmolive Co., Kimberly-Clark Corp. and Procter & Gamble Co. said they're wary of the non-profit organization's program and will wait to see whether government guidelines for green claims are established.

Green Seal will try to determine which products are most environmentally friendly based on their entire life cycle, said Norman Dean, the program's executive director.

The first seal will be awarded early next year. Approved products can use the seal in advertising and labeling for three years. Category criteria and participation costs haven't been determined.

So far, major marketers don't appear excited about Green Seal.

"We are not a supporter of this type of [private third-party endorsement] program," said Bob Murray, Colgate-Palmolive's director of corporate communications.

The company markets concentrated Fresh Start detergent and is testing another detergent, Fab Ultra. Both could be considered environmentally preferable.

Kimberly-Clark, marketer of Kleenex facial tissues, also has no plans to seek the seal, said Tina Barry, VP-public relations.

P&G is unlikely to participate, said Deborah Anderson, director of environmental coordination. The company last week expanded a test of super-concentrated detergents and the concentrate Downy Refill carton.

"We are wary of environmental decisions being made by a third party," she said. "We want to see . . . definitions of what is considered environmentally friendly . . . from the government.

"Right now, there's no consensus on what the criteria should be. . . . for environmentally friendly products, even among environmentalists," Ms. Anderson said.

Scott Paper Co., a major bathroom and facial tissue marketer, is undecided about participation.

"We've heard a lot of terms bandied about, but what does 'environmentally friendly' mean?" asked MaryAnn Hagerty, manager of editorial services.

"At some point down the road, I could see a program like Green Seal being helpful," said Andrew Doyle, executive director of the National Paint & Coatings Association. "But until the government gets involved, it looks like there won't be any agreement on criteria and definitions, such as what 'environmentally correct' means."

Glidden Co., a major paint marketer, hasn't decided whether to participate, said Charles A. Carpenter, VP-marketing services.

"Each state, city and municipality seems to be developing environmental guidelines about paint and everything else, and it's going to be impossible to create packaging to satisfy each one," he said.

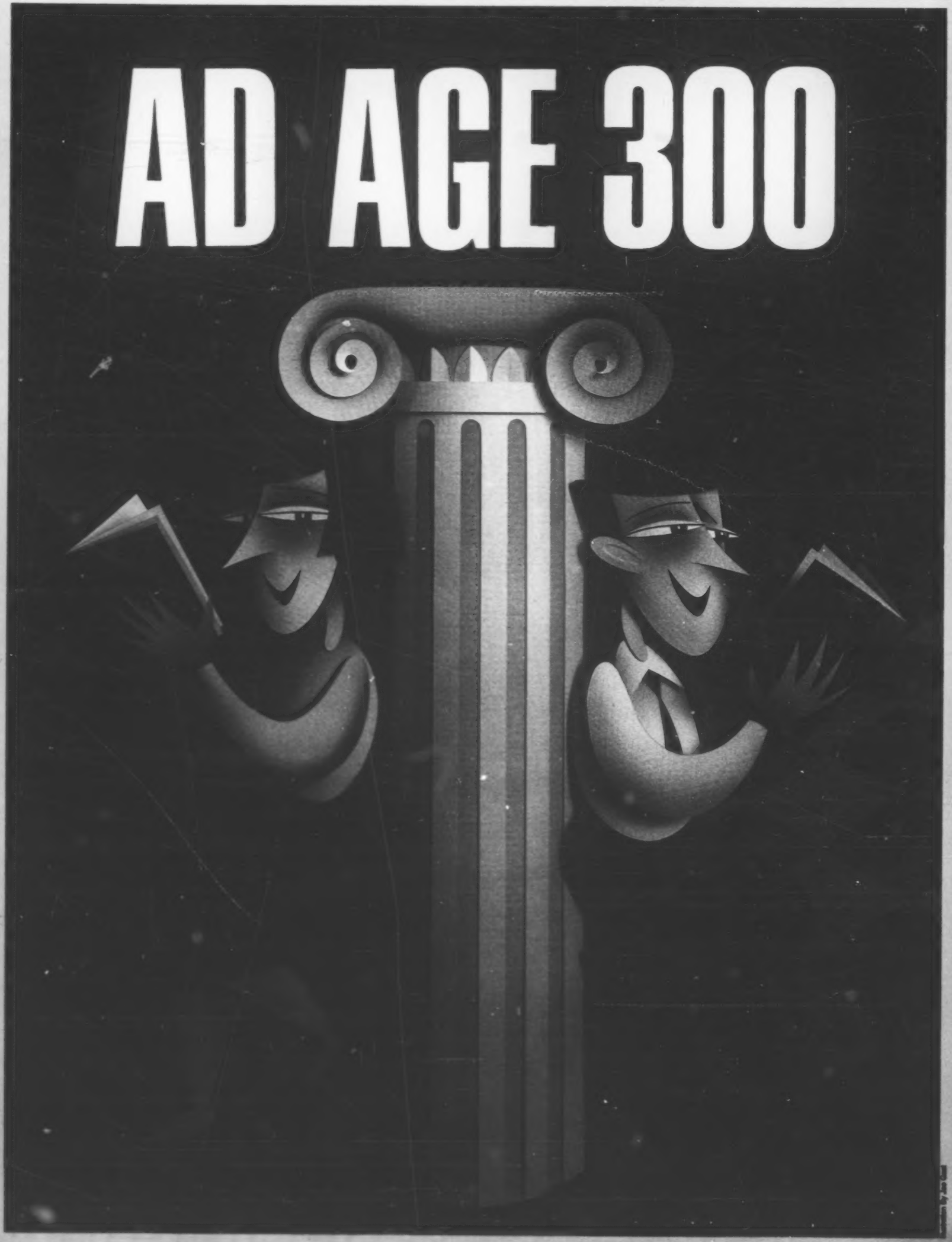
General Electric Co., the largest producer of household incandescent light bulbs, said it's too early to consider participation.

Meanwhile, the National Association of Attorneys General has been working with the Federal Trade Commission on establishing environmental guidelines.

And U.S. Sen. Frank Lautenberg (D., N.J.) plans to introduce legislation requiring the Environmental Protection Agency to set

(Continued on Page 88)

AD AGE 300



Top 300 push total revenues over $16 billion

Newsstand sales sag; ad revenue strong; 'TV Guide' leads Time trio

By R. Craig Endicott

A hefty boost in advertising rates coupled with a modest improvement in ad pages brought double-digit growth in advertising to the nation's leading magazines in 1989, according to this first-time report of the *Ad Age* 300.

That growth of 11.5% pushed gross ad revenues of the nation's top 300 magazines to $9.64 billion. Circulation added $7.03 billion in revenue, up 3.7%, to propel total revenues to $16.67 billion, up 7.9%.

The one fly in the ointment was the performance at the newsstand. There, sheer volume may encourage more browsing than buying.

Single copy sales actually declined 5.5% for the *AA* 300 as a whole. A price-per-issue increase of 3% helped newsstand revenues stay unchanged from the prior year at $2.25 billion.

Hands-down leader in total gross revenues at $928.3 million was *TV Guide*, which belied the *AA* 300's advertising performance while contributing to the doldrums at the newsstand.

The News Corp. publication slipped 3% in ad revenues to $323 million and fell another 3% in newsstand revenues to $281.9 million. *TV Guide*'s numbers carry so much weight within the 300 that if its newsstand totals were excluded from the aggregate, newsstand gross revenues would have grown 3.6% for the 300.

Time Warner claimed the next three positions with *Time*, *People* and *Sports Illustrated*, respectively, all of which had greater ad revenues than *TV Guide*, bettered only by *Time* in 1988. Time Warner surged far ahead of the pack in 1989 gross revenues as its 11 publications among the *AA* 300 accounted for $2.5 billion, up 5.2%. Some $1.47 billion of that was advertising, up 7.3%.

Three other group publishers joined this billion-dollar club based on total revenues from their magazines in the *AA* 300—News Corp. got $1.25 billion from nine publications; Advance Publications received $1.14 billion from 13 publications; and Hearst Corp. pulled $1.02 billion from 15 publications. Time Warner's gross ad revenues far outdistanced Advance Publications' $877.8 million, a sizable 16.3% increase from the prior year.

A magazine's entry to the *AA* 300 required gross revenues of $11.6 million *(see Page S-18 for definition of gross revenues).* *American Heritage*, a Forbes Inc. publication, pulled down the No. 300 spot with that total, representing a 23% growth from the previous year.

The top 10 remained stable from 1988 levels, with only *Better Homes & Gardens* declining in rank.

A narrow 2.4% year-to-year growth dropped *BH&G* from No. 7 in 1988 to No. 9, clearing the way for *Parade* and *Business Week* to climb one notch each to No. 7 and No. 8 in 1989 based on total revenue growth of 18% and 12.8%, respectively.

Vanity Fair made the biggest leap within

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Love, Sex & Marriage in the 90s
Be slim, fit, vibrant this summer
what scientists now know
Create your own
what they tell you about love
stop worrying what others think

MacWEEK
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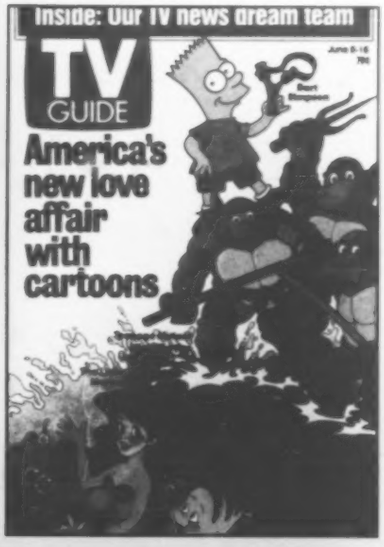
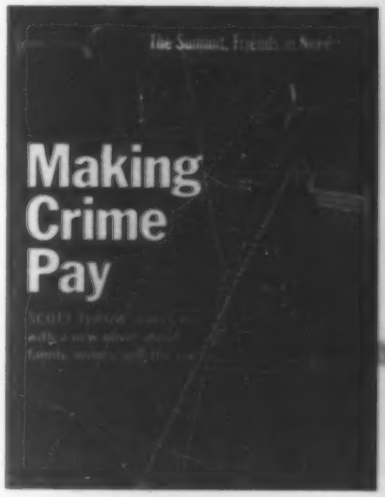
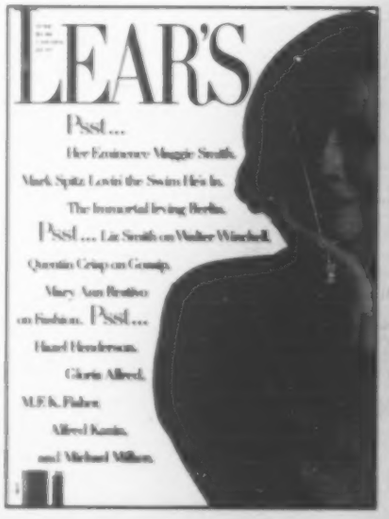
System 7 data queries to reach beyond Q&A
Green Apple for Earth Day
Foreign sales lift Apple earnings
A-T heads to basics with Mac dBASE IV







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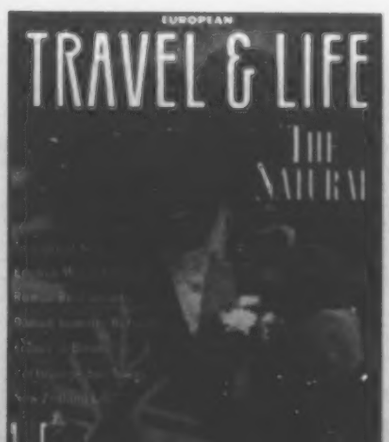


Top 300 magazines by 1989 gross revenues

Rank 1989	Rank 1988	Magazine, headquarters	Total revenues	'89-'88 % chg	Ad revenues	Ad pages	Subscriber revenues	Newsstand revenues	Paid circulation	Parent company	Telephone
1	1	**TV Guide**, Radnor, Pa.	$928.3	(3.0)	$323.0	3,256.13	$323.5	$281.8	15,867,750	News Corp.	(215) 293-8500
2	2	**Time**, New York	636.5	0.9	373.4	2,733.86	240.0	23.1	4,339,029	Time Warner	(212) 522-1212
3	3	**People**, New York	605.6	4.7	326.2	3,770.81	102.1	177.4	3,270,835	Time Warner	(212) 522-1212
4	4	**Sports Illustrated**, New York	565.9	7.4	336.7	2,981.90	212.2	17.0	3,597,891	Time Warner	(212) 522-1212
5	5	**Reader's Digest**, New York	419.2	1.4	113.6	1,110.27	264.6	21.0	16,343,599	Reader's Digest	(212) 953-0015
6	6	**Newsweek**, New York	397.8	3.1	255.9	2,495.29	123.5	18.4	3,180,011	Washington Post Co.	(212) 250-4000
7	8	**Parade**, New York	314.5	18.0	314.5	717.86	NA	NA	32,832,963	Advance Publications	(212) 573-7000
8	9	**Business Week**, New York	298.7	12.8	260.6	4,914.15	33.9	4.2	889,535	McGraw-Hill	(212) 512-2000
9	7	**Better Homes & Gardens**, Des Moines	275.7	2.4	152.4	1,402.00	111.2	12.1	8,005,311	Meredith Corp.	(212) 557-6600
10	10	**Family Circle**, New York	249.3	3.7	152.2	2,018.81	25.9	71.1	5,461,786	New York Times Co.	(212) 463-1000
11	11	**Good Housekeeping**, New York	245.2	9.2	148.0	1,702.03	61.8	35.4	5,152,245	Hearst Corp.	(212) 649-2551
12	12	**U.S. News & World Report**, New York	244.8	9.5	152.8	2,053.17	85.0	6.9	2,209,996	U.S. News & World Report	(212) 326-5300
13	14	**National Geographic**, Washington	226.1	3.4	33.2	271.21	192.9	NA	10,860,660	National Geographic Society	(202) 775-6700
14	13	**National Enquirer**, Lantana, Fla.	219.9	0.3	45.0	1,200.00	13.0	161.9	4,100,740	Macfadden Holdings	(407) 586-1111
15	15	**Woman's Day**, New York	212.8	2.8	135.6	1,790.38	2.0	75.2	4,705,288	Hachette Publications	(212) 767-6000
16	17	**Ladies' Home Journal**, New York	207.2	13.5	104.7	1,616.16	81.6	20.9	5,038,297	Meredith Corp.	(212) 953-7070
17	16	**Cosmopolitan**, New York	204.3	4.8	125.7	2,352.25	12.4	66.1	2,702,125	Hearst Corp.	(212) 649-3318
18	18	**Fortune**, New York	202.7	20.2	168.7	3,775.00	29.9	4.2	668,972	Time Warner	(212) 522-1212
19	19	**Forbes**, New York	195.4	17.5	157.7	3,005.84	33.7	4.0	743,533	Forbes Inc.	(212) 620-2200
20	23	**PC Magazine**, New York	182.8	36.0	147.3	5,766.00	27.2	8.3	732,409	Ziff Communications	(212) 503-5100
21	20	**Star Magazine**, Tarrytown, N.Y.	173.0	9.9	18.1	562.02	14.1	140.8	3,562,367	Macfadden Holdings	(914) 332-5000
22	21	**McCall's**, New York	167.8	6.9	74.8	1,121.18	80.8	12.2	5,088,686	New York Times Co.	(212) 551-9500
23	22	**Money**, New York	143.2	2.4	79.7	1,313.44	52.8	10.9	1,834,618	Time Warner	(212) 522-1212
24	24	**Glamour**, New York	141.9	7.4	88.8	1,959.53	13.6	39.4	2,224,135	Advance Publications	(212) 880-8800
25	25	**Vogue**, New York	140.8	10.6	101.0	3,321.86	12.3	27.4	1,247,920	Advance Publications	(212) 880-8800
26	26	**Redbook**, New York	130.6	7.2	75.0	1,250.80	37.5	18.1	3,901,419	Hearst Corp.	(212) 649-3330
27	27	**New York Times Magazine**, New York	126.8	5.3	126.8	4,036.00	NA	NA	1,683,330	New York Times Co.	(212) 556-1234
28	28	**Cable Guide**, Horsham, Pa.	123.1	3.1	33.8	449.39	89.3	NA	7,437,698	TVSM	(212) 683-6116
29	29	**Playboy**, New York	118.4	0.0	25.1	619.67	11.2	82.8	1,530,823	General Media	(212) 498-1000
30	31	**Life**, New York	117.1	7.6	56.8	810.96	37.9	22.4	1,749,723	Time Warner	(212) 522-1212
31	30	**Southern Living**, Birmingham, Ala.	113.7	0.3	61.2	1,330.00	46.5	6.9	2,318,841	Time Warner	(205) 877-6000
32	32	**Rolling Stone**, New York	113.0	7.4	71.1	1,964.79	23.7	18.2	1,216,781	Straight Arrow Publishers	(212) 758-3800
33	40	**USA Weekend**, New York	103.8	30.1	103.8	643.68	NA	NA	NA	Gannett Co.	(212) 715-2100
34	33	**Playboy**, Chicago	100.5	1.7	46.5	740.48	54.7	42.9	3,421,203	Playboy Enterprises	(312) 751-8000
35	36	**Modern Maturity**, Lakewood, Calif.	98.9	14.8	47.5	255.95	51.4	NA	21,430,986	AARP	(213) 496-2277
36	37	**Golf Digest**, Trumbull, Conn.	97.5	17.8	64.0	1,333.09	29.3	4.2	1,363,907	New York Times Co.	(203) 373-7000
37	34	**Parade**, New York	95.9	7.7	60.3	1,544.02	32.2	3.3	1,752,697	Gruner & Jahr Publications	(212) 878-8700
38	35	**Smithsonian**, Washington	90.8	4.6	43.8	1,053.24	46.6	0.4	2,342,443	Smithsonian Institution	(202) 786-2900
39	39	**Elle**, New York	88.8	19.7	62.8	2,321.53	7.8	18.2	825,320	Hachette Publications	(212) 767-5800
40	44	**Consumer Reports**, Mt. Vernon, N.Y.	88.2	23.0	NA	NA	85.5	2.7	4,598,804	Consumers Union of U.S.	(914) 667-9400
41	41	**Travel & Leisure**, New York	86.9	10.5	53.3	1,582.00	33.0	0.6	1,111,264	American Express Co.	(212) 382-5600
42	38	**PC Week**, Boston	80.8	(1.6)	80.8	4,760.00	NA	NA	NA	Ziff Communications	(617) 375-4000
43	43	**Country Living**, New York	80.4	12.2	42.6	1,108.38	18.5	19.4	1,901,414	Hearst Corp.	(212) 649-3166
44	50	**Woman's World**, Englewood Cliffs, N.J.	79.8	18.1	2.7	173.00	NA	77.1	1,560,496	Bauer Publishing Co.	(201) 569-6699
45	42	**Mademoiselle**, New York	79.7	1.3	48.7	1,048.48	6.9	21.1	1,182,298	Advance Publications	(212) 880-8800
46	48	**New Yorker**, New York	75.5	9.2	54.0	2,409.51	19.1	2.4	622,123	Advance Publications	(212) 840-3800
47	53	**Car & Driver**, New York	74.3	18.5	54.3	1,362.38	15.1	7.0	834,377	Hachette Publications	(212) 767-5800
48	45	**Architectural Digest**, Los Angeles	72.9	4.0	46.0	1,892.32	20.3	6.5	628,920	Knapp Communications Corp.	(213) 965-3700
49	46	**Field & Stream**, New York	72.8	4.8	39.9	886.91	30.5	2.8	2,015,577	Times Mirror Co.	(212) 337-7000
50	54	**Prevention**, Emmaus, Pa.	72.1	13.3	19.4	602.70	44.4	8.2	3,134,914	Rodale Press	(215) 967-5171
51	51	**Consumerworld**, Framingham, Mass.	70.8	5.0	64.4	4,176.00	6.0	NA	1,134,125	International Data Group	(508) 879-0700
52	49	**Seventeen**, New York	70.2	1.8	39.6	1,331.70	20.5	10.1	1,766,161	News Corp.	(212) 759-8100
53	55	**Qq**, New York	69.8	10.2	49.9	2,231.04	5.8	14.2	884,485	Advance Publications	(212) 880-8800
54	52	**Ebony**, Chicago	68.7	5.5	38.0	1,149.40	24.6	6.2	1,791,976	Johnson Publishing Co.	(312) 322-9200
55	56	**Life**, New York	67.3	16.3	22.4	781.48	28.1	16.8	1,985,882	Gruner & Jahr Publications	(212) 878-8700
56	47	**Sunset**, Menlo Park, Calif.	67.3	(3.8)	44.4	1,503.31	20.8	2.1	1,393,015	Time Warner	(415) 321-3600
57	58	**Glide's**, New York	65.8	24.3	56.3	3,356.88	0.7	9.6	361,130	Advance Publications	(212) 880-8800
58	57	**Self**, New York	65.5	11.4	42.3	1,347.88	9.3	13.8	1,213,314	Advance Publications	(212) 880-8800
59	59	**Time Gems Mixed**, New York	63.3	8.5	5.0	100.00	12.1	45.4	2,100,506	News Corp.	(212) 556-1234
60	61	**New York Magazine**, New York	58.7	6.5	47.4	3,094.86	9.1	2.2	432,993	News Corp.	(212) 880-0700
61	62	**Inc.**, Boston	58.7	9.1	48.8	1,931.48	10.0	1.9	630,259	Goodmedia Group	(617) 227-4700
62	73	**Modern Bride**, New York	57.6	19.8	47.5	2,459.00	0.6	9.5	396,095	Reed International	(212) 779-1999
63	63	**Real Agents**, Los Angeles	56.5	5.9	31.0	1,059.67	22.5	3.0	1,246,864	Knapp Communications Corp.	(212) 887-1200
64	NA	**First for Women**, Englewood Cliffs, N.J.	56.1	NA	14.0	411.00	NA	42.1	3,509,688	Bauer Publishing Co.	(212) 953-3344
65	NA	**Highlights for Children**, Columbus, Ohio	55.9	NA	NA	NA	NA	NA	2,600,000	Highlights for Children	(614) 486-0631
66	76	**BYTE**, Petersborough, N.H.	55.8	20.6	44.3	4,000.00	8.9	2.6	461,124	McGraw-Hill	(603) 924-9281
67	64	**Vanity Fair**, New York	55.4	45.5	41.9	1,487.43	5.8	8.2	741,747	Advance Publications	(212) 880-8800
68	69	**Road & Track**, Newport Beach, Calif.	55.0	10.3	37.7	1,297.30	10.0	7.4	708,223	Hachette Publications	(714) 720-5300
69	71	**Travel Weekly**, Secaucus, N.J.	54.7	10.4	54.0	4,991.79	0.7	NA	44,508	Reed International	(201) 902-1900
70	72	**1001 Home Ideas**, New York	54.3	9.8	19.0	699.74	34.2	1.2	1,603,099	Family Media	(212) 799-6200
71	65	**Popular Mechanics**, New York	54.3	1.4	28.7	629.01	19.4	6.2	1,600,000	Hearst Corp.	(212) 649-3000
72	70	**Popular Science**, New York	54.2	8.9	26.8	949.26	22.3	5.1	1,818,403	Times Mirror Co.	(212) 779-5000
73	81	**Golf**, New York	54.2	24.5	32.8	1,158.88	18.2	3.2	1,019,378	Times Mirror Co.	(212) 779-5000
74	60	**Sporting News**, St. Louis	54.1	(2.5)	9.1	586.76	40.1	4.9	710,452	Times Mirror Co.	(314) 997-7111
75	66	**Jet**, Chicago	53.5	(0.2)	17.9	1,116.50	25.0	10.6	900,671	Johnson Publishing Co.	(312) 322-9200
76	68	**Harper's Bazaar**, New York	52.6	4.9	36.0	1,454.78	7.0	9.7	735,738	Hearst Corp.	(212) 903-5000
77	74	**Guide**, Boca Raton, Fla.	51.9	(12.2)	1.0	61.10	1.2	49.7	1,929,413	Triangle Publications Corp.	(305) 393-6000
78	78	**Esquire**, New York	51.4	14.2	38.0	1,331.10	9.7	3.7	733,675	Hearst Corp.	(212) 459-0600
79	83	**Midwest Living**, Des Moines	51.1	20.0	35.7	1,209.21	12.5	2.9	708,908	Meredith Corp.	(515) 284-3000
80	77	**New Woman**, New York	50.3	9.2	23.4	1,007.32	11.9	15.1	1,390,830	News Corp.	(212) 685-4790
81	67	**Barron's**, New York	49.8	(2.9)	25.3	1,846.58	12.3	12.2	344,992	Dow Jones & Co.	(212) 808-7500
82	74	**Outdoor Life**, New York	49.7	6.3	27.7	942.14	19.5	2.5	1,507,529	Times Mirror Co.	(212) 779-5000
83	75	**Time**, New York	48.6	4.6	22.8	718.19	18.4	10.2	1,000,000	Time Warner	(212) 522-1212
84	89	**Endless Vacation**, Indianapolis	47.7	16.7	3.9	332.21	43.7	0.1	744,523	Endless Vacation Publications	(317) 871-9555
85	82	**Allure**, New York	47.6	9.8	31.6	1,318.49	12.4	3.5	887,377	Advance Publications	(212) 880-8800
86	86	**Muscle & Fitness**, Woodland Hills, Calif.	47.5	12.7	21.0	1,512.00	4.3	22.2	591,832	I, Brute Enterprises	(818) 595-0474
87	85	**Town & Country**, New York	47.5	9.8	36.3	1,885.58	6.3	4.5	427,180	Hearst Corp.	(212) 903-5000
88	90	**Motor Trend**, Los Angeles	47.4	16.9	32.0	1,025.80	7.5	7.9	818,021	Petersen Publishing Co.	(213) 854-2222
89	88	**PC World**, San Francisco	46.7	13.1	39.7	2,697.00	12.9	3.1	938,000	International Data Group	(415) 243-0500
90	84	**Personal Computing**, Totowa, N.J.	46.4	8.3	36.6	2,153.00	7.7	2.2	487,702	VNU	(201) 812-1200
91	79	**Successful Farming**, Des Moines, Ia.	46.0	6.2	43.0	4,300.00	NA	NA	NA	Meredith Corp.	(515) 284-3000
92	112	**Computer Shopper**, New York	44.8	52.7	35.1	5,993.00	3.6	6.1	291,528	Ziff Communications	(212) 503-3800
93	87	**Good Housekeeping**, New York	44.2	0.8	27.3	618.26	10.8	6.0	696,736	Hearst Corp.	(212) 649-2000
94	NA	**CRN/Computer Reseller News**, Manhasset, N.Y.	43.3	NA	43.3	6,262.00	NA	NA	NA	CMP Publications	(516) 562-5000
95	95	**Working Woman**, New York	42.1	7.9	25.0	1,125.03	15.2	1.9	487,875	Lang Communications	(212) 889-9040
96	98	**Hot Rod**, Los Angeles	40.7	15.1	22.7	1,043.90	8.3	9.5	911,667	Petersen Publishing Co.	(213) 854-2222
97	NA	**Computer Buyer's Guide**, Manhasset, N.Y.	40.4	NA	40.4	4,000.00	NA	NA	NA	CMP Publications	(516) 562-5000
98	91	**HG**, New York	40.3	0.8	23.5	990.32	12.6	4.3	612,165	Advance Publications	(212) 880-8800
99	97	**Harper's**, New York	39.8	9.9	9.8	466.83	23.1	6.4	1,065,000	Harper's Magazine	(212) 228-6500
100	99	**W**, New York	39.4	12.0	31.1	1,509.00	6.6	1.6	242,685	Capital Cities/ABC	(212) 741-4277

Notes: Dollars are in millions. All figures are gross and represent AA estimates. See Page S-16 for sources and methodology.

AA chart: Kevin Brown

Top 300 magazines by 1989 gross revenues

Rank 1989	Rank 1988	Magazine, headquarters	Total revenues	'89-'88 % chg	Ad revenues	Ad pages	Subscriber revenues	Newsstand revenues	Paid circulation	Parent company	Telephone
101	93	**EDN**, Newton, Mass.	$39.2	1.7	$28.2	4,109.00	NA	NA	NA	[illegible]	(617) 964-3030
102	108	**MacUser**, Foster City, Calif.	39.1	26.4	30.5	2,177.00	$6.7	$1.9	300,566	Ziff Communications	(415) 378-5600
103	95	**Advertising Age**, Chicago	38.6	3.5	31.8	2,862.25	6.4	0.3	90,346	Crain Communications	(312) 649-5400
104	96	**Aviation Week & Space Technology**, New York	37.8	1.9	28.2	2,811.41	9.7	NA	142,409	McGraw-Hill	(212) 512-4360
105	101	**Popular Photography**, New York	37.8	17.7	25.5	1,101.29	10.3	2.1	827,296	Ziff-Davis Publishing	(212) 767-5600
106	117	**Macworld**, San Francisco	36.7	28.6	31.5	2,421.00	4.0	1.2	272,847	International Data Group	(415) 243-0505
107	129	**Financial World**, New York	35.6	38.9	15.6	777.15	19.7	0.3	442,042	Financial World Partners	(212) 594-5000
108	103	**Economist**, London	35.3	12.6	18.3	2,355.00	15.1	2.0	166,442	Economist Newspapers N.A.	(212) 541-9378
109	132	**Condo Nast Traveler**, New York	35.0	40.2	23.4	900.35	10.7	0.9	740,997	Advance Publications	(212) 880-8800
110	80	**National Examiner**, Boca Raton, Fla.	34.9	(19.7)	0.4	52.46	0.4	34.1	893,956	Globe Communications Corp.	(407) 997-7733
111	102	**HOME**, Los Angeles	34.5	0.3	17.3	675.68	14.8	2.7	925,335	Knapp Communications Corp.	(213) 854-1400
112	130	**InfoWorld**, Menlo Park, Calif.	34.1	35.0	31.9	3,153.00	2.2	NA	22,413	International Data Group	(415) 328-4602
113	104	**WFD**, New York	33.6	7.4	32.9	4,156.00	0.8	NA	29,206	Capital Cities/ABC	(212) 741-4000
114	110	**Food & Wine**, New York	33.5	13.0	13.5	747.09	18.8	1.2	823,530	American Express Co.	(212) 382-5600
115	105	**Stereo Review**, New York	33.1	6.1	24.7	989.70	6.9	1.8	545,731	Hachette Publications	(212) 767-6000
116	106	**Essence**, New York	33.0	6.0	19.6	882.32	9.0	4.4	851,034	Essence Communication	(212) 642-0600
117	100	**Changing Times**, New York	32.8	0.0	16.0	627.91	16.2	0.6	1,380,133	Kiplinger Washington Editors	(212) 368-5300
118	126	**Country Home**, Des Moines	32.6	23.5	15.2	453.14	12.6	4.8	973,400	Meredith Corp.	(212) 284-3000
119	116	**New England Journal of Medicine**, Boston	32.4	12.5	18.8	4,200.00	15.7	NA	226,835	New England Journal of Medicine	(617) 893-3800
120	109	**Health**, New York	32.2	7.2	8.3	391.65	23.8	0.2	1,088,696	Family Media	(212) 779-6200
121	114	**TravelHost**, Dallas	31.0	6.8	31.0	NA	NA	NA	NA	Travelhost Inc.	(214) 661-1155
122	127	**Scientific American**, New York	30.7	18.6	11.6	526.19	13.7	5.4	659,222	Scientific American	(212) 754-0550
123	115	**Guideposts**, Carmel, N.Y.	30.3	4.5	NA	NA	30.3	NA	4,203,364	Guideposts Assoc.	(800) 431-2344
124	287	**PC Computing**, Cambridge, Mass.	30.2	326.0	17.8	1,724.00	10.2	2.3	471,642	Ziff Communications	(617) 497-2400
125	119	**Home Mechanix**, New York	30.2	6.7	12.8	638.42	16.1	1.3	1,208,395	Times Mirror Co.	(212) 779-5000
126	107	**Design News**, Newton, Mass.	30.0	(3.4)	30.0	4,337.00	NA	NA	NA	Reed International	(617) 964-3030
127	136	**Chicago Tribune Magazine**, Chicago	29.8	22.5	29.8	1,451.80	NA	NA	NA	Tribune Co.	(312) 222-3232
128	133	**Family Handyman**, Minneapolis	29.2	17.5	9.8	464.71	18.4	0.9	1,342,547	Reader's Digest	(612) 854-3000
129	123	**American Health**, New York	29.1	7.9	13.8	725.34	14.1	1.2	1,000,000	Reader's Digest	(212) 398-1390
130	113	**Yankee**, Dublin, N.H.	28.9	(1.3)	8.7	770.24	18.9	1.4	1,002,781	Yankee Publications	(603) 563-8111
131	125	**Tennis**, Trumbull, Conn.	28.4	7.1	17.3	752.31	9.8	1.3	602,831	New York Times Co.	(203) 373-7000
132	120	**Teen**, Los Angeles	28.3	1.6	10.6	585.60	10.4	7.3	1,100,237	Petersen Publishing Co.	(213) 854-2222
133	111	**Professional Builder**, Des Plaines, Ill.	28.1	(4.9)	28.1	2,558.00	NA	NA	NA	Reed Publishing	(708) 635-8800
134	124	**Science**, New York	27.1	2.2	15.5	2,095.00	11.7	NA	155,598	Amer. Assn./Advancement of Science	(212) 730-1050
135	140	**Organic Gardening**, Emmaus, Pa.	26.4	14.8	7.7	426.94	18.4	0.3	1,027,218	Rodale Press	(215) 967-5171
136	122	**Shape**, Woodland Hills, Calif.	26.3	(4.6)	11.2	763.87	4.2	10.8	661,365	Shape Magazine Inc.	(818) 884-6800
137	NA	**Rambler**, Washington	26.1	NA	21.8	1,752.82	4.3	NA	171,300	Washington Post Co.	(202) 334-6160
138	131	**Washington Post Magazine**, Washington	26.1	4.0	26.1	1,661.00	NA	NA	1,154,420	Washington Post Co.	(202) 334-6160
139	118	**Medical Economics**, Oradell, N.J.	26.0	(8.5)	23.2	4,398.00	2.7	NA	38,477	Thomson Corp.	(201) 262-3030
140	166	**Machine Design**, Cleveland	25.9	35.7	25.4	3,921.00	0.5	0.0	6,970	Pittway Corp.	(216) 696-7000
141	138	**Sport**, Los Angeles	25.9	11.8	9.4	650.79	11.8	4.7	880,884	Times Mirror Co.	(213) 857-7000
142	128	**True Story**, New York	25.5	(1.2)	11.0	681.61	14.1	0.3	1,150,844	Macfadden Holdings	(212) 979-4800
143	144	**Ski**, New York	25.5	11.8	16.8	1,030.37	4.3	1.4	402,000	Times Mirror Co.	(212) 779-5000
144	147	**AutoWeek**, Detroit	25.3	13.6	19.0	1,895.30	6.0	0.3	265,408	Crain Communications	(313) 446-6000
145	134	**ABA Journal**, Chicago	25.1	2.8	7.2	838.00	17.8	NA	333,425	American Bar Association	(312) 988-6000
146	149	**Automotive News**, Detroit	24.8	11.4	20.1	2,669.88	4.6	0.0	77,935	Crain Communications	(313) 446-6000
147	137	**American Baby**, New York	24.8	30.7	22.4	880.00	2.4	NA	398,124	Capital Cities/ABC	(212) 887-8171
148	152	**Weight Watchers**, New York	24.6	12.6	7.7	402.43	14.3	2.6	1,007,755	Weight Watchers Twentyfirst Corp.	(212) 370-6440
149	121	**Barron's National News**, New York	24.4	(12.1)	21.8	2,434.22	2.3	NA	80,000	Dow Jones & Co.	(212) 416-2700
150	146	**Los Angeles Times Magazine**, Los Angeles	24.0	7.4	24.0	1,310.69	NA	NA	NA	Times Mirror Co.	(213) 237-5000
151	139	**Sailing**, New York	24.0	3.1	9.5	521.98	4.7	1.3	347,155	Times Mirror Co.	(212) 779-5000
152	141	**Working Mother**, New York	24.0	4.7	16.8	889.17	6.8	0.3	538,072	Lang Communications	(212) 551-9500
153	137	**Frequent Flyer Magazine**, New York	23.7	0.4	6.8	611.12	16.9	NA	236,000	Official Airline Guides	(212) 645-0067
154	157	**Sesame Street Magazine**, New York	23.7	14.6	6.5	202.00	17.3	NA	1,235,842	Children's Television Workshop	(212) 595-3456
155	NA	**Viewpoint**, New York	23.6	NA	14.8	2,500.00	8.9	4.7	400,000	Viewpoint Publications	(212) 986-5100
156	150	**Nation's Business**, Washington	23.6	7.5	12.9	437.48	10.6	0.1	858,228	Chamber of Commerce of the U.S.A.	(202) 463-5650
157	143	**Farm Journal**, Philadelphia	23.5	3.8	20.1	3,116.00	3.4	NA	1,000,000	Farm Journal Inc.	(215) 829-4700
158	155	**Playgirl**, New York	23.4	12.8	0.8	223.10	7.6	15.1	NA	Playgirl Inc.	(212) 986-5100
159	153	**Redbook**, Lower New York	23.3	10.1	11.4	1,004.64	12.0	NA	4,000,000	Hearst Corp.	(212) 649-3700
160	142	**Psychology Today**, New York	23.2	1.5	8.6	351.92	12.5	2.0	887,770	New American Magazine Co.	(212) 242-2460
161	135	**Professional Builder**, New York	23.1	(5.4)	18.3	1,660.11	4.6	NA	80,000	Reed Publishing	(708) 635-8800
162	174	**YM**, New York	22.6	26.2	8.7	455.00	10.8	3.1	967,249	Gruner & Jahr Publications	(212) 878-8700
163	148	**Seventeen**, New York	22.5	1.8	17.4	1,719.67	1.8	NA	1,439,494	Triangle Publications	(212) 557-7100
164	153	**Boys' Life**, Irving, Texas	22.5	5.8	3.5	231.37	19.0	NA	1,439,494	Boy Scouts of America	(214) 580-2373
165	169	**Sailing Mid**, North Miami, Fla.	22.2	7.1	22.2	1,800.00	NA	NA	NA	[illegible]	(305) 893-8000
166	199	**Automobile Magazine**, New York	22.1	44.6	13.1	726.00	5.1	4.0	401,676	News Corp.	(212) 407-9737
167	158	**Motorcycle Consumer News**, Morristown, Pa.	22.1	7.0	0.0	0.00	0.0	0.0	0	[illegible]	(215) 295-3000
168	279	**Victoria**, New York	22.0	118.6	8.3	417.95	8.8	4.8	793,790	Hearst Corp.	(212) 649-3700
169	156	**Equestrian**, Irvine, Calif.	21.8	4.3	11.1	1,294.42	4.1	1.8	213,000	[illegible]	(714) 854-7744
170	154	**Connoisseur**, New York	21.7	3.5	14.9	941.87	6.2	0.6	327,023	Hearst Corp.	(212) 492-1300
171	NA	**CBM Consumer Business News**, Montvale, N.Y.	21.3	NA	21.3	2,800.00	NA	NA	NA	[illegible]	(201) 573-6200
172	251	**Premiere**, New York	21.1	66.4	11.0	759.25	4.6	5.5	440,472	News Corp.	(212) 725-3437
173	162	**Adweek**, New York	20.9	7.3	10.7	1,000.00	4.7	5.5	100,000	[illegible]	(212) 536-5336
174	161	**Sports Afield**, New York	20.9	6.1	13.6	743.67	5.3	2.0	527,155	Hearst Corp.	(212) 649-4300
175	160	**Sportsvision**, Montgomery, Ala.	20.8	5.1	13.1	1,000.00	7.7	NA	116,000	[illegible]	(205) 277-7545
176	219	**Vis A Vis**, New York	20.8	47.5	20.8	1,053.90	NA	NA	NA	Easi/West Network	(212) 888-5900
177	171	**American Way**, Fort Worth, Texas	20.7	7.1	20.7	2,000.00	NA	NA	NA	[illegible]	(817) 967-1804
178	160	**Texas Monthly**, Austin	20.5	2.6	14.8	1,373.67	4.8	0.9	302,991	Mediatex Communication Corp.	(512) 476-7085
179	163	**Consumer Reports Travel Letter**, Westwood, N.Y.	20.5	5.1	0.0	0.00	20.5	0.0	100,000	[illegible]	(914) 664-6400
180	159	**Restaurant Business**, New York	20.4	1.8	20.4	2,720.00	NA	NA	NA	Bill Communications	(212) 986-4800
181	NA	**Gentleman Driver's Report**, Montclair, N.Y.	20.3	NA	18.6	2,000.00	1.7	NA	30,000	[illegible]	(201) 746-8000
182	176	**Runners World**, Emmaus, Pa.	20.1	12.5	9.0	460.77	8.6	2.5	427,823	Rodale Press	(215) 967-5171
183	167	**Vogue**, New York	19.8	0.1	12.3	1,000.00	7.5	NA	1,200,000	[illegible]	(212) 880-8800
184	184	**Bicycling**, Emmaus, Pa.	19.6	17.1	13.0	1,101.01	4.0	2.7	337,826	Rodale Press	(215) 967-5171
185	165	**Journal of the AMA**, Chicago	19.5	0.1	19.5	3,000.00	NA	NA	300,000	[illegible]	(312) 645-4300
186	168	**Datamation**, Newton, Mass.	19.5	4.4	19.3	1,573.00	0.1	NA	2,105	Reed International	(617) 964-3030
187	172	**Model Trains**, New York	19.4	8.2	11.1	1,000.00	8.3	NA	100,000	[illegible]	(212) 779-5000
188	178	**Chronicle of Higher Education**, Washington	19.3	8.5	14.4	5,276.00	4.8	NA	84,208	Chronicle of Higher Education	(202) 466-1000
189	170	**Home & Away**, Los Angeles	19.2	6.1	13.8	1,000.00	5.4	NA	100,000	[illegible]	(213) 854-2222
190	191	**Inside Sports**, Evanston, Ill.	19.1	19.4	6.3	463.17	7.2	5.6	587,778	Century Publishing Co.	(708) 491-6440
191	181	**Yachting**, New York	19.0	11.8	9.3	1,000.00	9.7	NA	100,000	[illegible]	(212) 779-5000
192	189	**ENR**, New York	18.9	16.4	15.5	3,053.00	3.4	NA	102,820	McGraw-Hill	(212) 512-2500
193	182	**Runner**, New York	18.8	11.9	11.3	1,000.00	7.5	NA	100,000	[illegible]	(212) 779-5000
194	145	**Supermarket News**, New York	18.5	(17.6)	16.7	1,398.94	1.8	NA	55,569	Capital Cities/ABC	(212) 743-4343
195	183	**Sail**, Camden, Me.	18.5	10.4	10.4	1,000.00	8.1	NA	100,000	[illegible]	(207) 236-4342
196	173	**Gallery**, New York	18.4	3.1	0.9	159.30	1.3	16.3	373,229	Montcalm Publishing Corp.	(212) 779-8900
197	185	**Motor Trend**, Los Angeles	18.4	10.4	10.4	1,000.00	8.0	NA	100,000	[illegible]	(213) 854-2222
198	164	**Electronic Design**, Cleveland	18.4	(4.6)	18.0	3,030.00	0.4	NA	5,685	Pittway Corp.	(216) 696-7000
199	186	**Motor Boating**, New York	18.3	10.3	10.3	1,000.00	8.0	NA	100,000	[illegible]	(212) 779-5000
200	193	**InformationWeek**, Manhasset, N.Y.	18.2	16.0	18.1	1,537.00	0.1	NA	1,021	CMP Publications	(516) 562-5000

Notes: Dollars are in millions. All figures are gross and represent AA estimates. * Sale of Adweek to Affiliated Publications is pending. See Page S-10 for sources and methodology.

AA chart: Kevin Brown

Top 300 magazines by 1989 gross revenues

Rank 1989	Rank 1988	Magazine, headquarters	Total revenues	'89-'88 % chg	Ad revenues	Ad pages	Subscriber revenues	Newsstand revenues	Paid circulation	Parent company	Telephone
201	236	**Network World**, Framingham, Mass.	$18.1	36.7	$11.4	1,509.51	$6.7	NA	70,496	International Data Group	(508) 875-5400
202	214	**Daily News Record & DNR Monday**, New York	18.1	26.1	16.9	1,974.00	1.2	NA	22,074	Capital Cities/ABC	(212) 741-4000
203	183	**Natural History**, New York	17.9	5.2	6.5	401.30	11.2	$0.2	516,300	Museum of Natural History	(212) 769-5500
204	177	**Mother Earth News**, New York	17.9	0.6	5.2	451.45	10.8	1.9	707,523	New American Magazine Co.	(212) 242-2460
205	211	**Atlantic**, Boston	17.8	23.3	9.6	618.90	6.6	1.6	483,505	U.S. News & World Report	(617) 536-9500
206	202	**Audio**, New York	17.7	17.0	14.0	1,322.00	2.4	1.3	147,562	Hachette Publications	(212) 767-6331
207	206	**Hemmings Motor News**, Bennington, Vt.	17.6	20.7	9.4	9,180.00	4.7	3.5	290,219	Watering Inc.	(802) 442-3101
208	195	**Grit**, Williamsport, Pa.	17.6	13.7	2.5	403.00	13.8	1.4	545,225	Stauffer Communications	(717) 326-1771
209	172	**Chemical & Engineering News**, Bala Cynwyd, Pa.	17.6	(2.6)	9.8	1,341.00	7.8	NA	129,746	American Chemical Society	(215) 667-9353
210	182	**Industry Week**, Cleveland	17.4	2.5	17.3	1,392.00	0.1	NA	1,501	Pittway Corp.	(216) 696-7000
211	NA	**Mirabella**, New York	17.4	NA	11.2	737.00	3.8	2.7	350,000	News Corp.	(212) 527-5300
212	175	**Interior Design**, New York	17.3	(3.3)	14.3	3,116.00	2.3	0.7	56,209	Reed International	(212) 645-0067
213	203	**Data Communications**, New York	17.3	14.2	15.8	2,326.00	1.5	0.0	45,230	McGraw-Hill	(212) 512-6050
214	286	**Lear's**, New York	17.3	121.0	9.5	632.77	5.8	1.9	452,723	Lear Publishing	(212) 888-0007
215	207	**Savvy Woman**, New York	17.2	18.1	9.0	558.57	8.0	0.2	458,712	Family Media	(212) 779-6200
216	190	**Army Times**, Springfield, Va.	17.1	6.6	10.5	1,846.80	4.6	2.0	129,080	Army Times Publishing Co.	(703) 750-2000
217	180	**Colonial Homes**, New York	17.1	(0.8)	7.8	358.82	5.7	3.6	585,576	Hearst Corp.	(212) 830-2900
218	208	**Video Review**, New York	17.1	17.6	10.2	647.00	6.1	0.8	452,538	Viare Publishing	(212) 477-2200
219	187	**Successful Farming**, Des Moines	17.1	4.0	11.3	852.00	5.8	NA	470,789	Meredith Corp.	(515) 284-3000
220	217	**New Choices for the Best Years**, New York	17.0	19.7	8.0	424.95	8.7	0.3	591,133	Reader's Digest	(212) 366-8800
221	264	**Town & Travel News**, Manhasset, N.Y.	16.9	40.0	16.9	2,912.03	NA	NA	NA	CMP Publications	(516) 562-5060
222	235	**Power & Motoryacht**, Stamford, Conn.	16.8	27.0	16.3	2,118.00	0.5	NA	18,237	Reed International	(203) 323-3300
223	212	**National Geographic Traveler**, Washington	16.7	16.0	3.5	199.77	13.2	NA	739,641	National Geographic Society	(202) 775-6700
224	254	**Digital Review**, Boston	16.5	33.7	16.5	2,063.00	NA	NA	NA	Reed International	(617) 375-4300
225	197	**Boston Globe Magazine**, Boston	16.4	6.5	16.4	1,752.00	NA	NA	NA	Affiliated Publications	(617) 929-2000
226	240	**Harvard Business Review**, Boston	16.4	24.8	5.1	427.44	11.0	0.3	204,555	Harvard Grad. School of Bus. Admin.	(617) 495-6182
227	278	**European Travel & Life**, New York	16.3	58.1	11.4	581.91	3.3	1.6	380,103	News Corp.	(212) 949-3636
228	271	**Parenting**, San Francisco	16.2	46.9	7.9	741.00	7.4	0.9	458,503	Time Warner	(415) 546-7575
229	222	**Four Wheeler**, New York	16.1	15.1	7.6	1,008.05	3.4	5.1	337,277	General Media	(212) 496-6100
230	194	**Skin Diver**, Los Angeles	15.9	2.4	11.9	1,358.20	2.5	1.5	219,282	Petersen Publishing Co.	(213) 854-2222
231	234	**Bassmaster**, Chicago	15.7	18.2	9.2	746.54	4.3	2.2	301,711	Mariah Publications	(312) 951-0990
232	213	**4-Wheel & Off-Road**, Los Angeles	15.7	9.2	8.1	1,005.80	2.8	4.7	341,413	Petersen Publishing Co.	(213) 854-2222
233	204	**Los Angeles**, Los Angeles	15.6	4.8	11.8	1,838.79	2.4	1.4	174,584	Capital Cities/ABC	(213) 487-7888
234	198	**Home Office Computing**, New York	15.6	1.9	7.6	557.34	6.8	1.2	375,547	Scholastic Inc.	(212) 505-3585
235	201	**California**, Los Angeles	15.3	1.0	10.7	786.85	4.3	0.3	373,737	California Magazines Partnership	(213) 479-6511
236	249	**Plant Engineering**, Des Plaines, Ill.	15.3	20.0	15.3	2,254.00	NA	NA	NA	Reed International	(708) 635-8800
237	258	**Easyriders**, Agoura Hills, Calif.	15.3	24.0	3.0	468.00	2.7	0.5	325,161	Paisano Publications	(818) 889-8740
238	230	**Practical Homeowner**, New York	15.1	12.1	4.5	329.52	10.4	0.3	750,602	Capital Cities/ABC	(212) 887-1856
239	253	**Guitar**, Shelby, N.C.	15.0	21.5	2.6	625.00	12.4	NA	256,354	Triple D Publishing	(704) 482-5852
240	215	**Wood**, Des Moines, Iowa	15.0	4.7	4.5	319.90	8.2	2.3	550,800	Meredith Corp.	(515) 284-3000
241	225	**Playbill**, New York	14.9	7.4	14.9	623.07	NA	NA	NA	Playbill	(212) 557-5757
242	223	**Black Enterprise**, New York	14.8	5.7	11.2	908.82	3.3	0.3	233,485	Earl G. Graves Publishing Co.	(212) 242-8000
243	262	**Success**, New York	14.8	39.2	8.5	391.65	7.1	1.1	454,982	Nil Holdings	(212) 887-8700
244	260	**Midwest Living**, Des Moines	14.7	24.9	6.1	383.54	7.3	1.3	574,389	Meredith Corp.	(515) 284-3000
245	231	**Consumers Digest**, Chicago	14.6	0.3	1.8	150.26	12.1	0.7	413,373	Consumers Digest	(312) 346-6600
246	224	**Washingtonian**, Washington	14.6	4.2	11.1	1,935.50	2.2	1.3	166,245	Washington Magazine Co.	(202) 296-3600
247	209	**American Legion Magazine**, Indianapolis	14.3	0.7	7.8	651.00	7.5	NA	2,350,248	American Legion	(317) 635-8411
248	221	**Architectural Record**, New York	14.5	3.0	11.4	1,325.51	3.1	NA	72,127	McGraw-Hill	(212) 512-2841
249	218	**Sail**, Charlestown, Mass.	14.4	1.9	10.4	1,298.34	2.8	1.4	196,781	Hachette Corp.	(617) 241-9500
250	NA	**American Medical News**, Chicago	14.3	NA	13.9	3,605.00	0.4	NA	8,053	American Medical Association	(312) 280-7423
251	261	**Vogue Knitting**, New York	14.2	21.8	11.8	2,088.00	1.1	1.3	72,473	Vogue Knitting	(212) 840-8800
252	241	**National Wildlife**, Washington	14.0	7.0	NA	NA	14.0	NA	NA	National Wildlife Federation	(202) 797-6800
253	227	**Travel Agent Magazine**, New York	14.0	0.3	13.5	2,909.00	0.3	NA	6,364	Capital Cities/ABC	(212) 887-8400
254	NA	**Successful Meetings**, New York	14.0	NA	13.9	1,810.00	0.0	NA	675	Bill Communications	(212) 986-4800
255	239	**Business & Commercial Aviation**, White Plains, N.Y.	14.0	0.8	13.8	914.64	0.1	NA	1,798	McGraw-Hill	(914) 328-9400
256	228	**Crain's Chicago Business**, Chicago	14.0	2.0	11.7	1,701.40	2.1	0.2	45,635	Crain Communications	(312) 649-5370
257	259	**Motor Boating & Sailing**, New York	13.9	(3.8)	11.1	1,488.76	1.7	1.1	199,082	Hearst Corp.	(212) 649-4000
258	210	**Trailer Life**, Agoura Hills, Calif.	13.9	(3.7)	7.9	1,098.51	5.5	0.5	324,843	TL Enterprises	(818) 991-4980
259	NA	**Beverly Hills**, Beverly Hills	13.9	NA	NA	NA	13.9	NA	300,000	Beverly Hills	(213) 550-8000
260	233	**Air Force Times**, Springfield, Va.	13.9	4.2	9.3	1,900.80	3.5	1.1	94,345	Army Times Publishing Co.	(703) 750-2000
261	220	**Chemical Week**, New York	13.9	(1.2)	11.8	1,425.00	1.1	NA	62,000	Chemical Week	(212) 621-4900
262	232	**New Equipment Digest**, Cleveland	13.9	3.3	13.9	2,352.00	NA	NA	NA	Pittway Corp.	(216) 696-7000
263	196	**Modern Bride & Connections**, Secaucus, N.J.	13.8	(10.8)	13.8	1,446.00	NA	NA	NA	Cahners Publishing	(201) 902-2000
264	285	**MacWeek**, San Francisco	13.7	65.0	13.7	2,460.00	NA	NA	NA	Ziff Communications	(415) 243-3500
265	238	**Hi-Tech Criminal Mag.**, New York	13.6	0.7	9.8	471.00	2.3	1.5	198,115	Cowles Business	(212) 767-6000
266	273	**RN**, Oradell, N.J.	13.6	27.2	4.6	643.75	9.0	NA	256,622	Thomson Corp.	(201) 262-3030
267	245	**Successful Farming**, Kansas City, Mo.	13.6	0.3	9.1	642.73	4.5	NA	2,350,248	Meredith Corp.	(816) 474-5252
268	255	**Chicago**, Chicago	13.5	9.7	10.5	1,437.71	2.4	0.6	200,531	Adam Communications	(312) 222-8999
269	242	**Sporting News**, Bellevue, Washington	13.5	3.4	NA	NA	13.5	NA	1,000,000	Times Mirror	(206) 454-5585
270	280	**Alfred Hitchcock's & Ellery Queen's Mystery Magazine**, New York	13.5	37.0	0.5	76.00	12.0	1.0	490,360	Davis Publications	(212) 557-9100
271	244	**Time Atlantic**, Atlanta, Ga.	13.4	38.9	7.7	341.55	5.7	NA	2,350,248	Time Warner	(404) 522-8600
272	246	**Business Month**, New York	13.4	4.7	13.0	417.90	0.4	0.0	15,793	Goldhirsh Group	(212) 326-2600
273	243	**Yankee**, Dublin, New Hampshire, Mass.	13.4	3.7	11.4	1,737.00	NA	NA	NA	Yankee Publishing	(603) 563-8111
274	258	**Modern Salon**, Lincolnshire, Ill.	13.3	10.4	11.0	1,514.00	2.4	NA	117,910	Vance Communications	(708) 634-2600
275	248	**Bicycling**, New York	13.3	0.8	10.0	1,057.00	1.3	1.3	1,000,000	Rodale Press	(215) 967-5171
276	218	**Ms.**, New York	13.2	(6.5)	5.1	342.66	7.2	0.9	12	Lang Communications	(212) 719-9800
277	247	**Cruising World**, Newport, R.I.	13.2	0.9	10.9	2,487.00	0.1	NA	95,000	Cruising World	(401) 847-1588
278	248	**Business Insurance**, New York	13.1	2.9	10.7	1,569.00	2.4	NA	34,797	Crain Communications	(212) 210-0228
279	281	**Personal Word Base**, New York	13.0	24.7	12.8	1,418.00	0.2	NA	75,000	Ladies' Home Journal	(212) 557-6600
280	227	**Diversion**, New York	12.9	(5.6)	12.9	2,089.33	NA	NA	NA	Hearst Corp.	(212) 297-9600
281	256	**Professional Builder**, Cleveland	12.9	14.1	12.9	1,577.00	NA	NA	NA	Pittway Corp.	(216) 696-7000
282	247	**Cycle**, Costa Mesa, Calif.	12.8	0.5	7.0	481.70	4.2	1.6	330,935	Hachette Publications	(714) 720-5300
283	244	**Motorcycle Consumer News**, Westminster	12.7	(2.9)	10.0	1,673.00	1.8	0.9	147,000	Source Interlink	(714) 891-2500
284	284	**Golf Illustrated**, New York	12.7	50.0	5.8	499.56	6.3	0.6	451,287	Family Media	(212) 779-6200
285	265	**Metalworking**, New York	12.6	11.1	12.6	1,998.00	NA	NA	NA	Cahners Publishing	(212) 645-0067
286	250	**Travel-Holiday**, New York	12.5	(1.3)	5.2	413.03	7.3	0.0	673,501	Reader's Digest	(212) 366-4633
287	252	**Automotive Industries**, Radnor, Pa.	12.5	12.7	11.5	2,000.00	1.0	NA	36,177	Capital Cities/ABC	(215) 964-4000
288	259	**Annals of Internal Medicine**, Philadelphia	12.5	5.1	6.8	1,719.00	5.7	NA	90,307	American College of Physicians	(215) 351-2400
289	267	**Home Mechanix**, New York	12.4	(11.2)	9.9	1,400.00	2.5	NA	1,000,000	Times Mirror	(212) 779-5000
290	263	**Navy Times**, New York	12.4	7.2	7.9	2,091.60	3.4	1.0	90,893	Army Times Publishing Co.	(703) 750-2000
291	269	**Motor Trend**, Chicago	12.3	21.3	11.1	1,511.00	1.2	NA	14,000	Crain Communications	(312) 649-5200
292	274	**USAir Magazine**, Greensboro, N.C.	12.2	14.6	12.2	719.69	NA	NA	NA	Pace Communications	(919) 378-6065
293	282	**Bicycle Guide**, Agoura	12.2	13.4	8.9	1,000.00	1.8	1.5	150,000	Source Interlink	(818) 889-8740
294	277	**Electronic Component News (ECN)**, Radnor, Pa.	12.1	18.7	12.1	2,199.00	NA	NA	NA	Capital Cities/ABC	(215) 964-4347
295	268	**Road & Track**, Chicago	12.1	7.6	8.0	1,000.00	1.1	NA	1,000,000	Hachette Publications	(312) 726-7330
296	269	**Electronic Business**, Newton, Mass.	12.1	8.1	12.0	1,998.00	0.1	NA	1,006	Reed International	(617) 964-3030
297	270	**Motor Boating & Sailing**, New York	11.9	8.3	11.9	1,488.76	NA	NA	NA	Hearst Corp.	(212) 649-4000
298	275	**Continental Profiles**, New York	11.9	14.7	11.9	699.50	NA	NA	NA	East/West Network	(212) 888-5900
299	276	**Publishers Weekly**, New York	11.8	6.7	8.3	2,000.00	1.1	NA	39,000	Cahners Publishing	(212) 645-0067
300	233	**American Heritage**, New York	11.6	23.0	3.8	422.69	7.5	0.3	282,264	Forbes Inc.	(212) 206-5500

Notes: Dollars are in millions. All figures are gross and represent AA estimates. See Page S-18 for sources and methodology.

Ad chart: Kevin Brown

Top 15 magazines by ad revenues

Rank	Magazine	1989 ad revenues	1988 ad revenues	% chg	1989 ad pages	1988 ad pages
1	Time	$373.4	$349.7	6.8	2,733.86	2,505.89
2	Sports Illustrated	336.7	323.9	4.0	2,981.90	2,978.01
3	People	326.2	305.3	6.8	3,770.81	3,825.71
4	TV Guide	323.0	335.4	(3.7)	3,255.13	3,506.60
5	Parade	314.5	266.5	18.0	717.86	664.73
6	Business Week	260.6	227.3	14.6	4,914.15	4,586.30
7	Newsweek	255.9	241.7	5.9	2,495.29	2,478.71
8	Fortune	168.7	137.2	22.9	3,775.00	3,236.83
9	Forbes	157.7	128.7	22.5	3,905.84	3,458.90
10	U.S. News & World Report	152.8	128.2	19.3	2,053.17	1,873.08
11	Better Homes & Gardens	152.4	152.8	(0.2)	1,402.00	1,457.00
12	Family Circle	152.2	134.4	13.3	2,018.61	1,856.37
13	Good Housekeeping	148.0	129.3	14.5	1,702.03	1,620.55
14	PC Magazine	147.3	106.1	38.8	5,766.00	5,865.00
15	Woman's Day	135.6	115.6	17.3	1,790.38	1,686.00

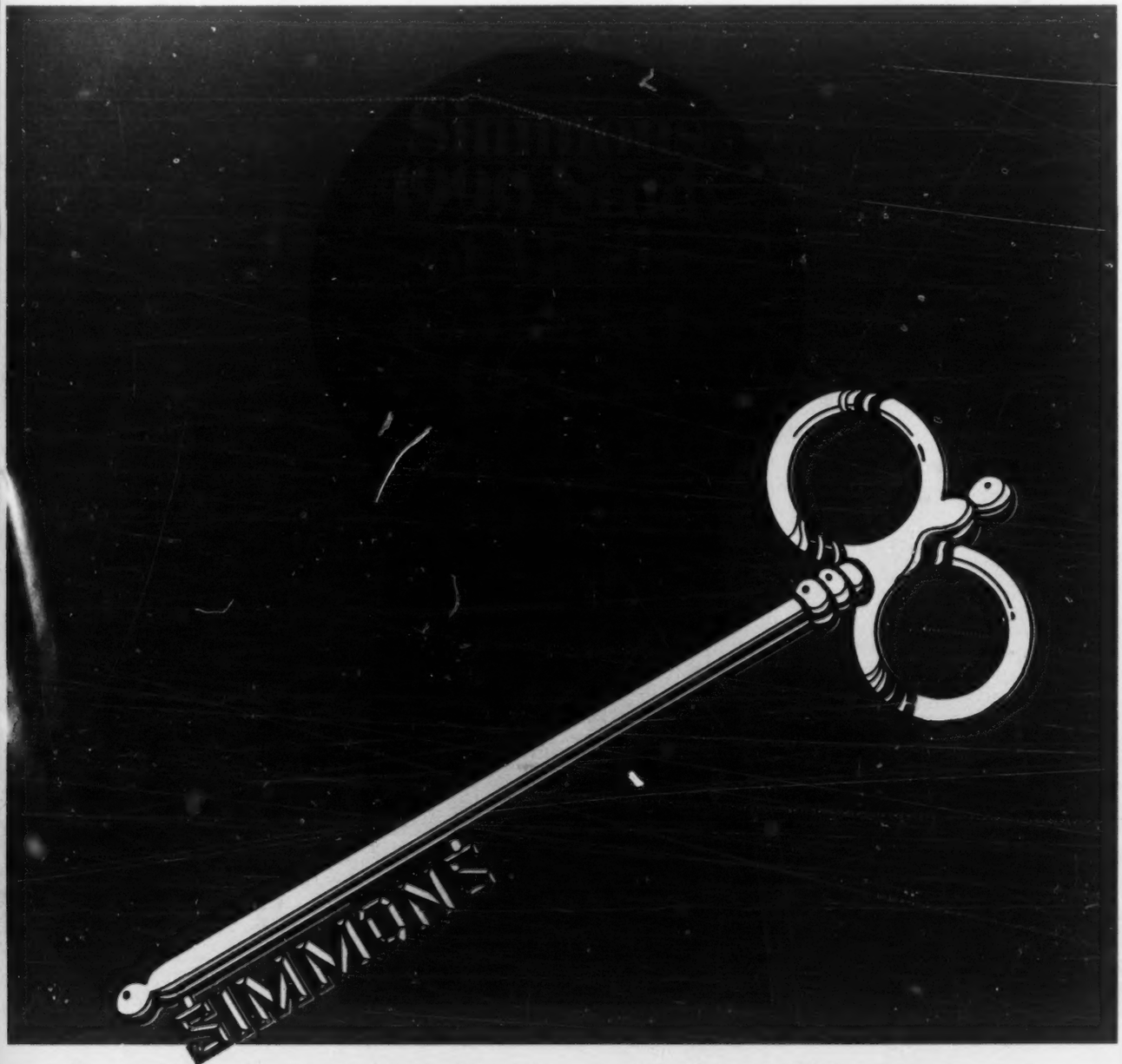
Notes: Dollars are in millions. Figures are AA estimates

Top 15 magazines by ad revenue growth

Rank	Magazine	1989 ad revenues	1988 ad revenues	% chg	1989 ad pages	1988 ad pages
1	PC Computing	$17.8	$4.1	337.2	1,724.00	861.00
2	Victoria	8.3	2.5	235.4	417.95	170.58
3	Lear's	9.5	3.5	174.7	632.77	429.86
4	National Examiner	0.4	0.1	168.1	52.46	20.74
5	Golf Illustrated	5.8	2.7	110.7	499.56	394.37
6	Premiere	11.0	5.5	99.4	759.25	590.08
7	Easyriders	3.0	1.7	81.5	408.00	369.00
8	Globe	1.0	0.6	80.4	81.10	45.65
9	Conde Nast Traveler	23.4	13.1	78.0	960.35	628.86
10	Cooking Light	4.7	2.7	75.9	348.35	236.84
11	Entrepreneur	14.2	8.4	68.5	1,758.47	1,271.43
12	Soap Opera Digest	5.8	3.5	66.8	469.25	298.04
13	Computer Shopper	35.1	21.1	66.4	5,993.00	4,955.00
14	MacWeek	13.7	8.3	65.0	2,460.00	2,024.51
15	Parenting	7.9	4.8	64.9	741.00	691.00

Notes: Dollars are in millions. Figures are AA estimates

AA chart: Kevin Brown



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Magazines

(Continued from Page S-4)

the chart's top 100, rising to No. 67 in 1989 from No. 94 in the prior year.

There were no frequency jumps or repositionings for the Advance publication, just more crowd-pleasing editorial that prompted advertisers to pay 20% more for a full page and boosting total ad pages by 24.6%. Advertising gross revenues rose 51% to $41.6 million.

For the *Ad Age* 300 as a whole, their increase in ad revenues was keyed to a collective growth in ad rates of 10.8%, because ad pages increased only 4%.

This pattern is being played out again in the first five months of this year by consumer magazines, albeit at far reduced growth levels, according to Publishers Information Bureau. PIB reports total ad revenues up 1.2% on a 4.3% decline in pages.

Ad rates for monthlies in the *AA* 300 increased 18.1%. Ad pages also advanced 9.1% helping to boost the group's total advertising to $3.77 billion, up 12.6%.

Magazines with a weekly frequency added $2.99 billion in gross ad revenues, up 8.3%, the result of a mix of 9.9% growth in ad rates and 0.4% in ad pages.

Among magazine classifications, "news, weeklies," consisting of only eight publications, pulled the largest ad dollar volume of any category, although the class's results were fairly flat across the board.

This group, which accounts for nearly one-fifth of all advertising among the *Ad Age* 300, advanced 4.6% to $1.83 billion in advertising and only 0.5% to $1.66 billion in circulation.

The "general interest" class, represented by 27 publications, accounted for 11% of the 300's total advertising.

This class—led by No. 5 *Reader's Digest*, No. 7 *Parade*, No. 13 *National Geographic*, No. 14 *National Enquirer*, No. 21 *Star Magazine* and No. 33 *USA Weekend*—is heavily circulation-driven. It pulled $1.38 billion in circulation revenues, up 3%, and $1.06 billion in advertising, up 13.3%.

The class's strong circulation volume pushed it past the "women's" class in total volume with $2.43 billion compared with $2.3 billion for "women's" magazines.

However, the "women's" group was particularly strong in ad revenues with $1.21 billion of the total coming from advertising, up

(Continued on Page S-14)

Top 15 magazines by circulation revenues

Rank	Magazine	1989 circulation revenues	1988 circulation revenues	% chg	1989 subscription revenues	1989 newsstand revenues
1	TV Guide	$885.4	$622.0	(2.7)	$323.5	$281.8
2	Reader's Digest	305.6	299.6	2.0	284.6	21.0
3	People	279.4	273.2	2.3	102.1	177.4
4	Time	263.1	281.4	(6.5)	240.0	23.1
5	Sports Illustrated	229.3	203.3	12.8	212.2	17.0
6	National Geographic	192.9	184.8	4.3	192.9	NA
7	National Enquirer	174.9	178.4	(1.9)	13.0	161.9
8	Star Magazine	154.9	142.0	9.1	14.1	140.8
9	Newsweek	141.9	144.3	(1.6)	123.5	18.4
10	Better Homes & Gardens	123.3	116.6	5.8	111.2	12.1
11	Ladies' Home Journal	102.5	98.9	3.7	81.6	20.9
12	Playboy	97.7	93.4	4.6	54.7	42.9
13	Good Housekeeping	97.2	95.3	1.9	61.8	35.4
14	Family Circle	97.1	106.1	(8.5)	25.9	71.1
15	Penthouse	93.3	98.3	(5.2)	11.2	82.0

Notes: Dollars are in millions. Figures are AA estimates

Top 15 magazines by circulation revenue growth

Rank	Magazine	1989 circulation revenues	1988 circulation revenues	% chg	1989 subscription revenues	1989 newsstand revenues
1	PC Computing	$12.5	$3.0	311.8	$10.2	$2.3
2	Victoria	13.7	7.6	80.3	8.8	4.8
3	Lear's	7.8	4.4	78.3	5.8	1.9
4	Discount Store News	0.4	0.2	76.5	0.4	NA
5	Financial World	20.0	13.8	45.4	19.7	0.3
6	European Travel & Life	4.9	3.4	44.5	3.3	1.6
7	Nation's Restaurant News	2.5	1.8	42.6	2.5	NA
8	Premiere	10.1	7.2	41.1	4.6	5.5
9	Alfred Hitchcock & Ellery Queen	13.0	9.3	39.2	12.0	1.0
10	RN	9.0	6.5	37.6	9.0	NA
11	Business & Commercial Aviation	0.07	0.05	34.3	0.1	NA
12	Nature	12.0	9.0	33.1	12.0	NA
13	Parenting	8.3	6.3	33.1	7.4	0.9
14	Practical Homeowner	10.7	8.0	32.7	10.4	0.3
15	Communications Week	0.11	0.09	31.2	0.1	NA

Notes: Dollars are in millions. Figures are AA estimates

AA chart: Kevin Brown

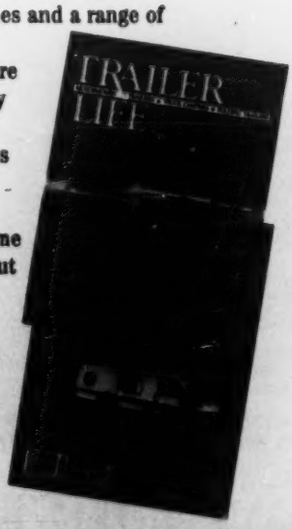
Carl and Norma McLeod
Home: Riverdale, California
Occupation: Own two Ford dealerships
Activities: Golf, fishing, and breeding racing quarter horses and thoroughbreds. They keep a 40' Teton 5th wheel trailer in Palm Springs and travel in a 33' Apollo motorhome.

1½ Million Active Seniors Travel With Us

To be recreational-vehicle enthusiasts like Carl and Norma McLeod requires an enviable combination of qualities. They are young at heart. They are active. They are affluent and have the time to enjoy themselves.

Trailer Life and Motorhome have 1.5 million readers like the McLeods. Our average reader is over 50 years old and 55% are retired. They have worked hard to accumulate an average net worth of $222,000, and with the kids grown and the house paid for, their income is highly disposable. They have spent $7.9 billion on their RV's and lavish $195 million a year on their traveling homes. Their lifestyle makes them excellent prospects for sports, health and fitness equipment, automotive accessories and a range of consumer goods from pain relievers to gourmet food. They are at a time in their lives when they are most concerned with life insurance and how their money is invested.

They are unique in the seniors market. They have the time and the means to get the most out of life. For more information call Janet VanBibber in Elkhart, IN., (219) 295-7820 or K. D. Mattox in Irvine, CA., (714) 955-0150.



TRAILER LIFE & MOTORHOME

The Active Senior Travels With Us

Source: 1987 Trailer Life/Motorhome Subscriber Study, Conducted by John Schau Media Research

Magazines

(Continued from Page S-12)

18.5%. Thirty-three magazines—led by No. 10 *Family Circle*, No. 11 *Good Housekeeping*, No. 15 *Woman's Day*, No. 16 *Ladies' Home Journal* and No. 17 *Cosmopolitan*—fell into this classification, by far the largest class membership among the 300.

The "automatic data systems" class dominated trade publication revenue totals while finishing fifth among all classes. The class is comprised of 19 computer magazines, eight of which claimed positions within the top 100 consumer and trade publications.

Total revenues of the class grew 31.3% to $821.5 million. That breaks down to $526.3 million in advertising, up 32.5%; and $123.8 million in circulation, up 24.5%.

PC Magazine, ranked No. 20 overall, characterized growth in this field as its total revenues rose 36% to $182.8 million, $147.3 million of which was advertising, up 38.8%.

Class member No. 124—*PC Computing*—outraced all publications in advertising and circulation revenue growth. It was a lesson of getting the most with the most. The Ziff Communications publication drew $17.8 million in gross advertising, up 337.2%, and $12.5 million in gross circulation revenues, up 311.6%. The magazine went from five issues in 1988 to 12 in 1989, more than doubled its rates and doubled its ad pages. The subscription price shot up 25%, which hardly scared away the faithful. Paid subscriptions soared by 65%.

PC Computing also carries the fifth lowest CPM among the trades at $21.50, a substantial boost of 60.4% from CPM levels in 1988 when ad rates were considerably lower. The *New England Journal of Medicine* remained the best buy at a cost of $17.46 per thousand subscribers.

Strutting with the heaviest CPM of all was No. 202 *Daily News Record*, with a CPM of $386.88 that rivals the prices of the Giorgio Armani suits it coined as the Ivy League sack suits last year.

Advertisers certainly didn't balk at the price last year either, as ad pages took off 17.7% despite a 9.5% boost in ad rates to $8,540 for a one-time b&w ad. Circulation slipped 3.2% but the daily still put the advertiser in the hands of 22,074 paid subcribers and a pass-along crowd of 89,658 who make buying decisions in the highly competitive men's garment

Broad stroke best defines study

How magazine data and ranking criteria were assembled

What is a magazine?

The question arose in the early stages of the *Ad Age* 300 as data came in on publications that carried no advertising, on regional business newspapers and on Sunday rotogravure magazines of leading metropolitan newspapers.

As a list of more than 1,500 magazines was compiled, the diversity of these publications spoke of a richness in the industry. Rather than exclude properties that might seem marginal to traditionalists, the editors opted for inclusiveness.

Virtually all publications in the *Ad Age* 300 were listed in the consumer and business magazine editions of Standard Rate & Data Service, a compendium of rates and data used by buyers of magazine space.

Data for non-advertising-carrying publications, like "Consumer Reports," "Consumers Digest" and "Highlights for Children," were gleaned from other sources. Data on Sunday magazines distributed by metropolitan newspapers were obtained from SRDS' newspaper directories.

Ranking criteria

A magazine's ranking was determined by total gross revenues from advertising and circulation.

Most advertising revenue data were obtained initially from advertising monitoring services.

For the non-monitored publications, ad revenues were estimated by multiplying the one-time b&w rate times total ad pages. The use of the one-time b&w rate is an industry standard and allows for multiple, discount and color buys. The greater a magazine's four-color advertising, the less of a barometer it becomes. *AA* seldom applied this formula, however, because advertising pages and revenue totals were available for most of the publications.

Gross circulation revenues were the sum of subscription and newsstand revenues. Subscription revenues were determined by multiplying the paid subscriptions by the subscription price for the respective year. Newsstand revenues were found by multiplying single copy sales by the price per issue by frequency.

Circulation revenues for association magazines were determined by multiplying total subscriptions by the amount of the annual membership fee accorded the magazine. Sunday magazines appearing in newspapers were not credited with circulation revenues. Only the North American circulation and advertising pages and rates were included for multinational publications.

Each publisher was contacted to verify the data. Publishers often revised the numbers. For example, several publishers added advertorial pages to their Publisher's Information Bureau page totals because PIB no longer counts advertorials. Others added additional revenues for classified advertising.

Monitoring sources

Advertising was pulled from the following sources:

Publisher's Information Bureau monitors 172 of the largest consumer publications on a monthly basis, breaking them out by total ad pages and ad revenues. PIB uses gross one-time rates, including premium charges, but excludes commissions and frequency or volume discounts.

MMS-Rome Reports was the primary initial source for advertising pages and revenues for 640 business-to-business publications. Rome applies rate card rates, including color and cover premiums, for each ad but does not factor in frequency discounts.

AdScope Inc. covers 175 publications in computer, electronics and telecommunications sectors. It applies a one-time rate to its page counts and does not allow for frequency discounts. It was the major source for computer publications in the *Ad Age* 300.

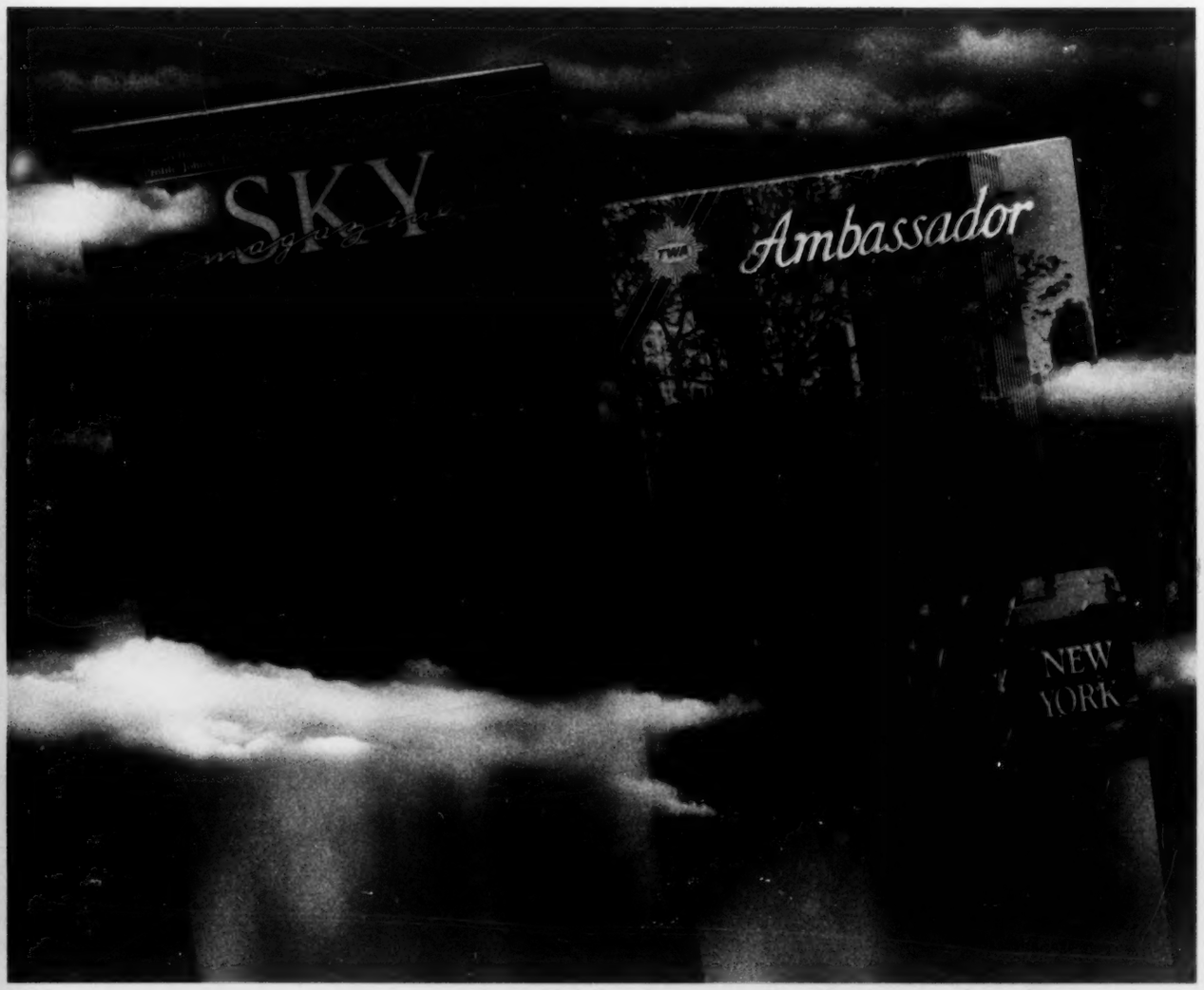
Patterson Advertising Reports tracks 166 magazines in 22 categories, both trade and consumer. Patterson uses six-times b&w rate rather than the one-time rate in determining dollar amounts for total pages.

PERQ Research Corp. monitors healthcare publications and products. It provided data on *American Journal of Nursing*, *Nursing* and *RN*. PERQ applies a gross rate card average, factoring in frequency discounts based on monthly studies of ad placement. It monitors more than 400 publications.

Space Analysis Systems surveys 500 trade and consumer magazines in 58 markets and applies a one-time b&w rate to the page count.

Media Industry Newsletter,

(Continued on Page S-22)



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Top 15 consumer magazines by CPM

Rank	Magazine	1989 CPM	1988 CPM	1989 b&w page* rate	1988 b&w page* rate	Total circ. paid plus nonpaid
1	Travelhost	$2.70	$3.50	$29,422	$29,422	10,900,000
2	Hemmings Motor News	3.41	NA	1,021	945	299,579
3	TV Guide	6.04	5.45	95,900	88,900	15,867,750
4	Reader's Digest	6.35	6.12	103,720	100,700	16,343,599
5	Cable Guide	6.81	6.46	52,300	49,300	7,683,865
6	American Legion Magazine	7.00	7.54	19,850	20,945	2,835,922
7	Soap Opera Digest	7.78	6.46	16,400	13,000	2,108,856
8	Modern Maturity	8.53	7.84	185,010	154,330	21,699,375
9	Star Magazine	8.67	6.93	30,950	26,160	3,571,015
10	National Enquirer	9.13	7.51	37,430	32,180	4,100,740
11	Globe	9.24	7.93	12,285	12,099	1,329,413
12	Parade	9.28	8.98	309,500	290,100	33,354,000
13	USA Weekend	9.38	8.85	141,750	129,200	15,241,537
14	Prevention	9.36	8.90	29,585	27,910	3,161,788
15	First for Women	9.68	NA	34,000	NA	3,513,940

*For a one-time insertion. **Notes:** Dollars are as shown. Figures are AA estimates

Top 15 business magazines by CPM

Rank	Magazine	1989 CPM	1988 CPM	1989 b&w page* rate	1988 b&w page* rate	Total circ. paid plus nonpaid
1	New England Journal of Medicine	$17.46	$15.73	$3,990	$3,485	228,509
2	Computer Shopper	18.16	16.04	5,295	3,995	291,528
3	American Medical News	20.62	NA	7,218	NA	350,044
4	Real Estate Today	20.82	19.98	16,200	15,400	778,262
5	PC Computing	21.58	13.42	10,140	4,195	471,642
6	Nursing89	22.58	20.95	10,315	9,355	456,835
7	RN	24.94	20.01	6,400	5,700	256,622
8	Medical Economics	27.36	25.68	6,145	5,810	224,588
9	ABA Journal	27.85	27.24	11,250	10,715	406,801
10	New Equipment Digest	27.68	26.10	5,895	5,560	213,000
11	PC World	28.99	25.82	15,075	12,995	520,064
12	BYTE	29.54	27.20	13,620	11,840	461,124
13	PC Magazine	30.83	26.91	21,995	16,935	732,409
14	Science	31.88	30.81	4,960	4,720	155,598
15	Personal Computing	35.00	29.62	17,500	14,995	500,026

*For a one-time insertion. **Notes:** Dollars are as shown. Figures are AA estimates

AA chart: Kevin Brown

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SAS-139B

Broad stroke

(Continued from Page S-18)

published by MIN Publishing, tracks monthly ad page volumes for various consumer publication classes. It was particularly helpful with regional city magazines.

Ad Age's monthly Consumer Linage Report is a listing of ad page totals and year-to-year cumulatives for 430 consumer magazines. Data are supplied by publishers.

Circulation data for most consumer publications were obtained from the Audit Bureau of Circulations' Fas-Fax Report for Dec. 31, 1989, which also included prior-year figures. Annual subscription price and single-issue prices for corresponding years were obtained from SRDS or the publisher.

The circulation data source for trade publications was Business Publications Audit of Circulation.

Classifying

Magazines were sorted by SRDS classification code. An individual magazine's code is included in its index listing on Page S-25. That classification determined placement in the chart "Top SRDS categories by total revenues" on Page S-24.

Magazines were ranked by their parents (Page S-24) rather than publishing unit because the parent often contains more than one publishing unit and ultimate control is vested in the parent.

Publishing units whose properties were merged into a parent total include Conde Nast Publications in Advance Publications, Cahners Publishing in Reed International, Billboard Publications in Affiliated Publications, Murdoch Magazines and Triangle Publications in News Corp., Fairchild Publications and Chilton Publications in Capital Cities/-ABC, Penton Publishing in Pittway Corp., Diamandis Communications in Hachette, Southern Progress in Time Warner, and Ziff-Davis Publishing in Ziff Communications.

Totals for magazines that underwent a change in ownership within the last year were assigned to the current owner. For example, *Sunset* magazine is credited to Time Warner, which only last month purchased the magazine's parent, Lane Publishing. □

Kevin Brown, Craig Endicott, Gregg Runburg, Norma Green, Junu Kim, Sarah Polster, Doug McClain, Alicia Lasek, Lisa Johnson and Julie Doherty compiled information for this report.

Top 50 parent companies of magazines in 300

Rank 1989	Rank 1988	Company, headquarters	Total revenues	'89-'88 % chg	Ad revenues	Ad pages	Subscriber revenues	Newsstand revenues	Mags in top 300	Top magazine by total revenues	Gross revenues
1	1	**Time Warner**, New York	$2,500.3	5.2	$1,473.0	19,952.43	$781.3	$346.4	11	Time	$2,500.3
2	2	**News Corp.**, Sydney	1,247.9	1.9	485.8	11,962.42	393.7	368.4	9	TV Guide	928.3
3	3	**Advance Publications**, Newark, N.J.	1,141.0	13.3	877.8	22,118.92	109.8	153.4	13	Parade	314.5
4	4	**Hearst Corp.**, New York	1,019.2	8.1	626.4	18,755.57	213.3	179.5	15	Good Housekeeping	245.2
5	5	**New York Times Co.**, New York	669.7	6.6	436.1	9,277.39	145.6	86.6	5	Family Circle	240.3
6	6	**Meredith Corp.**, Des Moines	627.7	8.7	340.3	7,345.39	241.7	45.7	8	Better Homes & Gardens	275.7
7	7	**Hachette Publications**, Paris	573.0	7.9	389.5	12,957.82	84.0	119.6	10	Woman's Day	212.6
8	8	**Reader's Digest**, Pleasantville, N.Y.	507.0	3.0	150.4	3,138.30	333.2	23.4	5	Reader's Digest	419.2
9	9	**McGraw-Hill**, New York	470.8	11.9	401.4	20,979.11	62.6	6.8	8	Business Week	298.7
10	12	**Reed International**, London	428.5	8.2	408.2	46,112.79	10.2	10.2	17	Modern Bride	57.6
11	10	**Washington Post Co.**, Washington	423.9	3.1	282.0	4,156.29	123.5	18.4	2	Newsweek	297.8
12	11	**Macfadden Holdings**, New York	418.5	3.9	74.2	2,443.63	41.3	303.0	3	National Enquirer	219.9
13	13	**Times Mirror Co.**, Los Angeles	415.1	7.2	232.2	12,484.92	159.6	23.3	11	Field & Stream	72.8
14	14	**Ziff Communications**, New York	391.4	34.0	325.3	22,880.00	47.6	18.5	6	PC Magazine	182.8
15	16	**U.S. News & World Report**, Washington	262.8	10.4	162.4	2,672.07	91.6	8.5	2	U.S. News & World Report	244.8
16	15	**National Geographic Society**, Washington	256.3	4.2	36.7	470.98	219.6	0.0	3	National Geographic	226.1
17	17	**Petersen Publishing Co.**, Los Angeles	211.5	10.7	112.6	6,867.10	52.3	46.5	8	Motor Trend	47.4
18	20	**Forbes Inc.**, New York	207.1	17.8	161.5	4,328.53	41.2	4.3	2	Forbes	195.4
19	21	**International Data Group**, Framingham, Mass.	205.9	17.5	169.8	13,369.61	31.7	4.4	5	Computerworld	70.3
20	18	**Capital Cities/ABC**, New York	205.2	7.8	173.3	21,145.83	27.1	4.9	11	W	39.4
21	22	**Family Media**, New York	194.0	13.5	68.6	3,489.43	117.6	9.8	7	1001 Home Ideas	54.3
22	19	**General Media International**, New York	183.1	2.4	54.7	2,343.91	31.0	97.4	3	Penthouse	118.4
23	44	**CMP Publications**, Manhasset, N.Y.	180.7	285.4	178.8	22,837.33	0.2	0.0	7	CRN/Computer Reseller News	45.3
24	23	**Straight Arrow Publishers**, New York	180.3	10.5	93.5	2,726.27	49.8	37.0	2	Rolling Stone	113.0
25	24	**Knapp Communications Corp.**, Los Angeles	163.9	5.2	94.3	3,621.67	57.4	12.2	3	Architectural Digest	107.4
26	25	**Rodale Press**, Emmaus, Pa.	138.1	14.0	49.1	2,591.42	75.4	13.7	4	Prevention	72.1
27	39	**Baser Publishing Co.**, Englewood Cliffs, N.J.	135.9	101.1	16.7	584.00	0.0	119.2	2	Woman's World	79.8
28	28	**Crain Communications**, Chicago	128.1	8.2	104.0	12,378.83	23.1	0.9	6	Advertising Age	38.6
29	26	**TVSM**, Horsham, Pa.	123.1	3.1	33.8	449.39	89.3	0.0	1	Cable Guide	123.1
30	27	**Johnson Publishing Co.**, Chicago	122.2	2.9	55.9	12,564.90	49.5	16.8	2	Ebony	68.7
31	29	**American Express Co.**, New York	120.4	11.2	66.9	2,329.09	51.8	1.7	2	Travel & Leisure	86.8
32	30	**Gruner & Jahr Publications**, New York	118.5	10.8	69.0	1,999.02	43.0	6.5	2	Parents	95.9
33	36	**Gannett Co.**, Arlington, Va.	103.8	30.1	103.8	843.66	0.0	0.0	1	USA Weekend	103.8
34	32	**Playboy Enterprises**, Chicago	100.5	1.7	46.5	740.48	54.7	42.9	1	Playboy	100.5
35	34	**American Association of Retired Persons**, Lakewood, Calif.	98.9	14.6	47.5	255.95	51.4	0.0	1	Modern Maturity	98.9
36	33	**Smithsonian Institution**, Washington	90.8	4.6	43.8	1,053.24	46.6	0.4	1	Smithsonian	90.8
37	35	**Pitney Corp.**, Northbrook, Ill.	88.5	10.5	87.5	12,272.00	1.0	0.0	5	Machine Design	88.9
38	38	**Consumers Union of U.S.**, Mt. Vernon, N.Y.	88.2	23.0	0.0	0.00	85.5	2.7	1	Consumer Reports	88.2
39	31	**Globe Communications Corp.**, Boca Raton, Fla.	86.9	(15.4)	1.4	133.58	1.8	83.9	2	Globe	91.8
40	37	**Lang Communications**, New York	79.2	4.0	46.9	2,356.86	29.2	3.1	3	Working Woman	42.1
41	40	**Goldhirsh Group**, Boston	72.1	8.2	59.6	1,649.36	10.9	1.6	2	Inc.	38.7
42	41	**Thomson Corp.**, Toronto	62.7	(1.3)	40.4	6,892.96	22.3	0.0	3	Medical Economics	26.0
43	50	**Affiliated Publications**, Boston	61.0	74.8	46.1	5,830.08	10.3	4.6	3	Billboard	13.6
44	42	**Highlights for Children**, Columbus, Ohio	55.9	NA	0.0	0.00	55.9	0.0	1	Highlights for Children	55.9
45	43	**Dow Jones & Co.**, New York	49.8	(2.9)	25.8	1,846.50	12.3	12.2	1	Barron's	49.8
46	49	**Endless Vacation Publications**, Indianapolis	47.7	16.7	3.9	332.21	43.7	0.1	1	Endless Vacation	47.7
47	46	**L. Arpke Enterprises**, Woodland Hills, Calif.	47.5	12.7	21.0	1,512.00	4.3	22.2	1	Muscle & Fitness	47.5
48	47	**Maxwell Communications**, London	47.1	11.8	18.2	3,565.64	28.9	0.0	2	Frequent Flyer Magazine	23.7
49	45	**VNU Business Press Group Co.**, Totowa, N.J.	46.4	8.3	36.6	2,153.00	7.7	2.2	1	Personal Computing	45.4
50	48	**Army Times Publishing Co.**, Springfield, Va.	43.4	6.0	27.8	5,839.20	11.6	4.0	3	Army Times	17.1

Notes: Dollars are in millions. All figures are AA estimates. Totals reflect only magazines in the Ad Age 300.

AA chart: Kevin Brown

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Top SRDS magazine categories by total revenues

Rank	Category	Total revenues	'89-'88 % chg	Mags in 300
	Consumer classifications			
1	[illegible]	[illegible]	2.2	8
2	**General editorial** (22)	2,433.0	7.1	27
3	[illegible]	[illegible]	11.6	33
4	**Business & finance** (8)	1,051.5	14.6	17
5	[illegible]	[illegible]	8.5	16
6	**Women's/men's fashions** (50)	500.6	7.6	5
7	[illegible]	[illegible]	13.5	14
8	**Men's** (30)	426.6	4.3	7
9	[illegible]	[illegible]	10.8	10
10	**Travel** (46)	275.6	15.3	8
11	[illegible]	[illegible]	9.8	8
12	**Fishing & hunting** (19)	197.5	5.9	6
13	[illegible]	[illegible]	8.4	8
14	**Science, technology** (43)	173.1	9.6	4
15	[illegible]	[illegible]	8.3	3
16	**Health** (23)	133.4	10.5	3
17	[illegible]	[illegible]	22.3	4
18	**Metropolitan, entertainment** (308)	123.1	3.1	1
19	[illegible]	[illegible]	9.3	3
20	**Epicurean** (18)	90.0	7.9	2
	Business classifications			
1	[illegible]	[illegible]	31.3	28
2	**Electronic engineering** (40)	142.3	79.9	6
3	[illegible]	[illegible]	8.8	4
4	**Travel, retail** (1498)	85.6	15.6	3
5	[illegible]	[illegible]	22.4	4
6	**Advertising & marketing** (1)	72.7	5.5	3
7	[illegible]	[illegible]	8.3	3
8	**Product design engineering** (120)	55.9	11.5	2
9	[illegible]	[illegible]	22.4	4
10	**Science, research & development** (132A)	50.5	12.1	2
11	[illegible]	[illegible]	2.3	2
12	**Nursing & health** (H7)	35.7	14.3	2
13	[illegible]	[illegible]	8.3	2
14	**Chemical process industries** (28)	31.5	(2.0)	2

Notes: Dollars are in millions. Figures are AA estimates and include only magazines in top 300.

Alphabetical index of top 300 magazines

SRDS code	Magazine, location, parent	Rank
24 C	**1001 Home Ideas**, New York, Family Media	70
3 C	**4-Wheel & Off-Road**, Los Angeles, Petersen Publishing Co	232
80 B	**ABA Journal**, Chicago, American Bar Association	145
1 B	**Advertising Age**, Chicago, Crain Communications	103
1 B	**Adweek network**, New York, Affiliated Publications	173
31 C	**Air Force Times**, Springfield, Va., Army Times Publishing Co	260
34 C	**Alfred Hitchcock's & Ellery Queen's Mystery**, New York, Davis Publications	270
5 C	**American Baby**, New York, Reed International	147
10 B	**American Banker**, New York, Thomson Corp	161
23 C	**American Health**, New York, Reader's Digest	129
22 C	**American Heritage**, New York, Forbes Inc	300
22 C	**American Legion Magazine**, Indianapolis, American Legion	247
H6 B	**American Medical News**, Chicago, American Medical Association	250
1 C	**American Way**, Fort Worth, Texas, AA Publications	177
H6 B	**Annals of Internal Medicine**, Philadelphia, American College of Physicians	288
24 C	**Architectural Digest**, Los Angeles, Knapp Communications Corp	48
4 B	**Architectural Record**, New York, McGraw-Hill	248
31 C	**Army Times**, Springfield, Va., Army Times Publishing Co	216
22 C	**Atlantic**, Boston, U.S. News & World Report	205
33 C	**Audio**, New York, Hachette Publications	206
3 C	**Automobile Magazine**, New York, News Corp	166
6 B	**Automotive News**, Detroit, Crain Communications	146
3 C	**AutoWeek**, Detroit, Crain Communications	144
7 B	**Aviation Week & Space Technology**, New York, McGraw-Hill	104
8 C	**Barron's**, New York, Dow Jones & Co	81
19 C	**Bassmaster**, Montgomery, Ala., B.A.S.S. Publications	175
24 C	**Better Homes & Gardens**, Des Moines, Meredith Corp	9
45 C	**Bicycling**, Emmaus, Pa., Rodale Press	184
99 B	**Billboard**, New York, Affiliated Publications	155
8 C	**Black Enterprise**, New York, Earl G. Graves Publishing Co	242
6 C	**Boating**, New York, Hachette Publications	163
18 C	**Bon Appetit**, Los Angeles, Knapp Communications Corp	63
30A C	**Boston**, Boston, MetroCorp	293
38 C	**Boston Globe Magazine**, Boston, Affiliated Publications	225
51 C	**Boys' Life**, Irving, Texas, Boy Scouts of America	164
7 C	**Bride's**, New York, Advance Publications	57
1 B	**Broadcasting**, Washington, Times Mirror Co	277
19 B	**Builder**, Washington, Handley-Wood Publications	137
72 B	**Business Insurance**, New York, Crain Communications	278
8 C	**Business Month**, New York, Goldhirsh Group	272
8 C	**Business Week**, New York, McGraw-Hill	8
7 B	**Business & Commercial Aviation**, White Plains, N.Y., McGraw-Hill	255
5A B	**BYTE**, Petersborough, N.H., McGraw-Hill	66
30B C	**Cable Guide**, Horsham, Pa., TVSM	28
30A C	**California**, Los Angeles, California Magazines Partnership	235
3 C	**Car Craft**, Los Angeles, Petersen Publishing Co	197
3 C	**Car & Driver**, New York, Hachette Publications	47
22 C	**Changing Times**, New York, Kiplinger Washington Editors	117
28 B	**Chemical Engineering**, New York, McGraw-Hill	261
28 B	**Chemical & Engineering News**, Bala Cynwyd, Pa., American Chemical Society	209
30A C	**Chicago**, Chicago, Adams Communications	268
38 C	**Chicago Tribune Magazine**, Chicago, Tribune Co	127
16 C	**Chronicle of Higher Education**, Washington, Chronicle of Higher Education	188
24 C	**Colonial Homes**, New York, Hearst Corp	217
142 B	**Communications Week**, Manhasset, N.Y., CMP Publications	179
5A B	**Computer Shopper**, New York, Ziff Communications	92
5A B	**Computerworld**, Framingham, Mass., International Data Group	51
46 C	**Condo Nast Traveler**, New York, Advance Publications	109
22 C	**Connoisseur**, New York, Hearst Corp	170
22 C	**Consumer Reports**, Mt. Vernon, N.Y., Consumers Union of U.S.	40
22 C	**Consumers Digest**, Chicago, Consumers Digest	245
1 C	**Continental Profiles**, New York, East/West Network	298
49 C	**Cooking Light**, Birmingham, Ala., Time Warner	271
49 C	**Cosmopolitan**, New York, Hearst Corp	17
24 C	**Country**, Greendale, Wis., Reiman Publications	259
24 C	**Country Home**, Des Moines, Meredith Corp	118
30A C	**Country Living**, New York, Hearst Corp	43
8 C	**Crain's Chicago Business**, Chicago, Crain Communications	256
5A B	**CRN/Computer Reseller News**, Manhasset, N.Y., CMP Publications	94
5 B	**CSN/Computer Systems News**, Manhasset, N.Y., CMP Publications	171
31A C	**Cycle**, Costa Mesa, Calif., Hachette Publications	282
31 B	**Daily News Record & DNR Monday**, New York, Capital Cities/ABC	202
142 B	**Data Communications**, New York, McGraw-Hill	213
5A B	**Datamation**, Newton, Mass., Reed International	186
1 C	**Delta Sky**, North Miami, Fla., Halsey Publishing Co	165
120 B	**Design News**, Newton, Mass., Reed International	126
5A B	**Digital Review**, Boston, Reed International	224
35A B	**Discount Store News**, New York, Lebhar-Friedman Publications	279
43 C	**Discover**, New York, Family Media	99
46 C	**Diversion**, New York, Hearst Corp	280
31A C	**Essayistars**, Agoura Hills, Calif., Pasano Publications Inc	237
22 C	**Ebony**, Chicago, Johnson Publishing Co	54
8 C	**Economist**, London, Economist Newspapers North America	108
40 B	**EDN**, Newton, Mass., Reed International	101
40 B	**Electronic Business**, Newton, Mass., Reed International	296
40 B	**Electronic Buyer's News**, Manhasset, N.Y., CMP Publications	181
40 B	**Electronic Component News (ECN)**, Radnor, Pa., Capital Cities/ABC	294
40 B	**Electronic Design**, Cleveland, Pittway Corp	196
40 B	**Electronic Engineering Times**, Manhasset, N.Y., CMP Publications	97
50 C	**Elle**, New York, Hachette Publications	39
46 C	**Endless Vacation**, Indianapolis, Endless Vacation Publications	84
41 B	**EMR**, New York, McGraw-Hill	192
8 C	**Entrepreneur**, Irvine, Calif., Entrepreneur Group	169
30 C	**Esquire**, New York, Hearst Corp	78
49 C	**Essence**, New York, Essence Communication	116
46 C	**European Travel & Life**, New York, News Corp	227
49 C	**Family Circle**, New York, New York Times Co	10
24 C	**Family Handyman**, Minneapolis, Reader's Digest	128
2 B	**Farm Journal**, Philadelphia, Farm Journal Inc	157
19 C	**Field & Stream**, New York, Times Mirror Co	49
8 C	**Financial World**, New York, Financial World Partners	107
49 C	**First For Women**, Englewood Cliffs, N.J., Bauer Publishing Co	64
7 B	**Flying**, New York, Hachette Publications	199
18 C	**Food & Wine**, New York, American Express Co	114
8 C	**Forbes**, New York, Forbes Inc	19
8 C	**Fortune**, New York, Time Warner	18
3 C	**Four Wheeler**, New York, General Media	229
8 C	**Frequent Flyer Magazine**, New York, Maxwell Communications	153
30 C	**Gallery**, New York, Montcalm Publishing Corp	196
50 C	**Glamour**, New York, Advance Publications	24
22 C	**Globe**, Boca Raton, Fla., Globe Communications Corp	77
45 C	**Golf**, New York, Times Mirror Co	73
45 C	**Golf Digest**, Trumbull, Conn., New York Times Co	36
45 C	**Golf Illustrated**, New York, Family Media	284
49 C	**Good Housekeeping**, New York, Hearst Corp	11
46 C	**Gourmet**, New York, Advance Publications	85
5A B	**Government Computer News**, Silver Spring, Md., Reed International	297
30 C	**GQ**, New York, Advance Publications	53
22 C	**Grit**, Williamsport, Pa., Stauffer Communications	208
42 C	**Guideposts**, Carmel, N.Y., Guideposts Associates	123
19 C	**Guns & Ammo**, Los Angeles, Petersen Publishing Co	189
50 C	**Harper's Bazaar**, New York, Hearst Corp	76
8 C	**Harvard Business Review**, Boston, Harvard Graduate School of Bus. Admin	226
23 C	**Health**, New York, Family Media	120
3 C	**Hemmings Motor News**, Bennington, Vt., Watering Inc	207
63B B	**HFD**, New York, Capital Cities/ABC	113
24 C	**HG**, New York, Advance Publications	98
51 C	**Highlights for Children**, Columbus, Ohio, Highlights for Children	65
24 C	**HOME**, Los Angeles, Knapp Communications Corp	111
24 C	**Home Mechanix**, New York, Times Mirror Co	125
8 C	**Home Office Computing**, New York, Scholastic Inc	234
24 C	**Homeowner**, New York, Family Media	193
3 C	**Hot Rod**, Los Angeles, Petersen Publishing Co	96
24 C	**House Beautiful**, New York, Hearst Corp	93
8 C	**Inc.**, Boston, Goldhirsh Group	61
20 B	**Industry Week**, Cleveland, Pittway Corp	210
5A B	**InformationWeek**, Manhasset, N.Y., CMP Publications	200
5A B	**InfoWorld**, Menlo Park, Calif., International Data Group	112
45 C	**Inside Sports**, Evanston, Ill., Century Publishing Co	190
73 B	**Interior Design**, New York, Reed International	212
36A C	**Jet**, Chicago, Johnson Publishing Co	75
74 B	**Jewelers' Circular-Keystone**, Radnor, Pa., Capital Cities/ABC	287
87 B	**Journal of the AMA**, Chicago, American Medical Association	185
49 C	**Ladies' Home Journal**, New York, Meredith Corp	16
49 C	**Lear's**, New York, Lear Publishing	214
22 C	**Life**, New York, Time Warner	30
30A C	**Los Angeles**, Los Angeles, Capital Cities/ABC	233
38 C	**Los Angeles Times Magazine**, Los Angeles, Times Mirror Co	150
120 B	**Machine Design**, Cleveland, Pittway Corp	140
5A B	**MacUser**, Foster City, Calif., Ziff Communications	102
5A B	**MacWeek**, San Francisco, Ziff Communications	264
5A B	**Macworld**, San Francisco, International Data Group	106
50 C	**Mademoiselle**, New York, Advance Publications	45
49 C	**McCall's**, New York, New York Times Co	22
H6 B	**Medical Economics**, Oradell, N.J., Thomson Corp	139
149A B	**Meetings & Conventions**, Secaucus, N.J., Reed International	263
24 C	**Metropolitan Home**, Des Moines, Meredith Corp	79
24 C	**Midwest Living**, Des Moines, Meredith Corp	244
40 C	**Mirabella**, New York, News Corp	211
5A B	**MSDWeek**, New York, Capital Cities/ABC	285
7 C	**Modern Bride**, New York, Reed International	62
H5 B	**Modern Healthcare**, Chicago, Crain Communications	291
28A C	**Modern Maturity**, Lakewood, Calif., American Association of Retired Persons	35
12 B	**Modern Sales**, Lincolnshire, Ill., Vance Communications	274
22 C	**Money**, New York, Time Warner	23
22 C	**Mother Earth News**, New York, New American Magazine Co	204
6 C	**Motor Boating & Sailing**, New York, Hearst Corp	257
3 C	**Motor Trend**, Los Angeles, Petersen Publishing Co	88
40 C	**Ms.**, New York, Lang Communications	276
30 C	**M-The Civilized Man**, New York, Capital Cities/ABC	265
19A C	**Muscle & Fitness**, Woodland Hills, Calif., I, Brute Enterprises	86
22 C	**National Enquirer**, Lantana, Fla., Macfadden Holdings	14
22 C	**National Examiner**, Boca Raton, Fla., Globe Communications Corp	110
22 C	**National Geographic**, Washington, National Geographic Society	13
46 C	**National Geographic Travel**, Washington, National Geographic Society	223
22 C	**National Geographic World**, Washington, National Geographic Society	269
19 C	**National Wildlife**, Washington, National Wildlife Federation	252
8 C	**Nation's Business**, Washington, Chamber of Commerce of the U.S.A.	156
127 B	**Nation's Restaurant News**, New York, Lebhar-Friedman Publications	149
22 C	**Natural History**, New York, Museum of Natural History	203
132A B	**Nature**, London/New York, Maxwell Communications	159
31 C	**Navy Times**, New York, Army Times Publishing Co	290
5A B	**Network World**, Framingham, Mass., International Data Group	201
28A C	**New Choices for the Best Years**, New York, Reader's Digest Association	220
H6 B	**New England Journal of Medicine**, Boston, New England Journal of Medicine	119
63B B	**New Equipment Digest**, Cleveland, Pittway Corp	262
49 C	**New Woman**, New York, News Corp	80
36A C	**New York Magazine**, New York, News Corp	60
38 C	**New York Times Magazine**, New York, New York Times Co	27
22 C	**New Yorker**, New York, Advance Publications	46
36A C	**Newsweek**, New York, Washington Post Co	6
H7 B	**Nursing88**, Springhouse, Pa., Elsevier Business Press	167
43 C	**Omni**, New York, General Media	83
47 C	**Outdoor**, Shelby, N.C., Triple D Publishing	239
21 C	**Organic Gardening**, Emmaus, Pa., Rodale Press	135
19 C	**Outdoor Life**, New York, Times Mirror Co	82
45 C	**Outside**, Chicago, Mariah Publications	231
22 C	**Parade**, New York, Advance Publications	7
49 C	**Parenting**, San Francisco, Time Warner	228
49 C	**Parents**, New York, Gruner & Jahr Publications	37
5A B	**PC Computing**, Cambridge, Mass., Ziff Communications	124
5A B	**PC Magazine**, New York, Ziff Communications	20
5A B	**PC Week**, Boston, Ziff Communications	42
5A B	**PC World**, San Francisco, International Data Group	89
30 C	**Penthouse**, New York, General Media	29
36A C	**People**, New York, Time Warner	3
5A B	**Personal Computing**, Totowa, N.J., VNU	90
30A C	**Philadelphia Magazine**, Philadelphia, MetroCorp	283
113B B	**Plant Engineering**, Des Plaines, Ill., Reed International	236
17 C	**Playbill**, New York, Playbill	241
30 C	**Playboy**, Chicago, Playboy Enterprises	34
49 C	**Playgirl**, New York, Playgirl Inc	158
30 C	**Popular Mechanics**, New York, Hearst Corp	71
39 C	**Popular Photography**, New York, Hachette Publications	105
43 C	**Popular Science**, New York, Times Mirror Co	72
6 C	**Power & Motoryacht**, Stamford, Conn., Reed International	222
24 C	**Practical Homeowner**, New York, Capital Cities/ABC	238
17A C	**Premiere**, New York, News Corp	172
23 C	**Prevention**, Emmaus, Pa., Rodale Press	50
19 B	**Professional Builder**, Des Plaines, Ill., Reed International	133
2 B	**Progressive Farmer**, Birmingham, Ala., Time Warner	195
22 C	**Psychology Today**, New York, New American Magazine Co	160
15 B	**Publishers Weekly**, New York, Reed International	299
70A B	**Purchasing Magazine**, Newton, Mass., Reed International	273
22 C	**Reader's Digest**, New York, Reader's Digest	5
19A B	**Real Estate Today**, Chicago, National Association of Realtors	295
49 C	**Redbook**, New York, Hearst Corp	26
127 B	**Restaurant Business**, New York, Bill Communications	180
127 B	**Restaurant Hospitality**, Cleveland, Pittway Corp	281
127 B	**Restaurants & Institutions**, Des Plaines, Ill., Reed International	91
H7 B	**RN**, Oradell, N.J., Thomson Corp	266
3 C	**Road & Track**, Newport Beach, Calif., Hachette Publications	68
33 C	**Rolling Stone**, New York, Straight Arrow Publishers	32
45 C	**Runners World**, Emmaus, Pa., Rodale Press	182
6 C	**Sail**, Charlestown, Mass., Meredith Corp	249
47 C	**Satellite Orbit**, Vienna, Va., CommTek Inc	191
8 C	**Savvy Woman**, New York, Family Media	215
132A B	**Science**, New York, American Assn./Advancement of Science	134
43 C	**Scientific American**, New York, Scientific American	122
49 C	**Sell**, New York, Advance Publications	58
49 C	**Sesame Street Magazine**, New York, Children's Television Workshop	154
49 C	**Seventeen**, New York, News Corp	52
49 C	**Shape**, Woodland Hills, Calif., Shape Magazine Inc	136
45 C	**Sid**, New York, Times Mirror Co	143
45 C	**Skiing**, New York, Times Mirror Co	151
45 C	**Skin Diver**, Los Angeles, Petersen Publishing Co	230
22 C	**Smithsonian**, Washington, Smithsonian Institution	38
49 C	**Soap Opera Digest**, New York, News Corp	59
24 C	**Southern Living**, Birmingham, Ala., Time Warner	31
45 C	**Sport**, Los Angeles, Petersen Publishing Co	141
45 C	**Sporting News**, St. Louis, Times Mirror Co	74
19 C	**Sports Afield**, New York, Hearst Corp	174
36A C	**Sports Illustrated**, New York, Time Warner	4
22 C	**Star Magazine**, Tarrytown, N.Y., Macfadden Holdings	21
33 C	**Stereo Review**, New York, Hachette Publications	115
8 C	**Success**, New York, Hal Holdings	243
2 B	**Successful Farming**, Des Moines, Meredith Corp	219
149A B	**Successful Meetings**, New York, Bill Communications	254
24 C	**Sunset**, Menlo Park, Calif., Time Warner	56
61 B	**Supermarket News**, New York, Capital Cities/ABC	194
49 C	**Teen**, Los Angeles, Petersen Publishing Co	132
45 C	**Tennis**, Trumbull, Conn., New York Times Co	131
30A C	**Texas Monthly**, Austin, Mediatex Communication Corp	178
36A C	**Time**, New York, Time Warner	2
149B B	**Tour & Travel News**, Manhasset, N.Y., CMP Publications	221
22 C	**Town & Country**, New York, Hearst Corp	87
8A C	**Trailer Life**, Agoura Hills, Calif., TL Enterprises	258
149B B	**Travel Agent Magazine**, New York, Capital Cities/ABC	253
149B B	**Travel Weekly**, Secaucus, N.J., Reed International	69
46 C	**Travel & Leisure**, New York, American Express Co	41
25A C	**Travel-Holiday**, New York, Reader's Digest	286
25A C	**Travelhost**, Dallas, Travelhost Inc	121
49 C	**True Story**, New York, Macfadden Holdings	142
36A C	**TV Guide**, Radnor, Pa., News Corp	1
24 C	**Unique Homes**, New York, Unique Homes Magazine Inc	251
17A C	**Us**, New York, Straight Arrow Publishers	55
22 C	**USA Weekend**, New York, Gannett Co	33
1 C	**USAir Magazine**, Greensboro, N.C., Pace Communications	292
36A C	**U.S. News & World Report**, Washington, U.S. News & World Report	12
22 C	**Vanity Fair**, New York, Advance Publications	67
49 C	**Victoria**, New York, Hearst Corp	188
47 C	**Video**, New York, Reese Communications	183
1 C	**Video Review**, New York, Viare Publishing	218
1 C	**Vis A Vis**, New York, East/West Network	176
50 C	**Vogue**, New York, Advance Publications	25
49 C	**W**, New York, Capital Cities/ABC	100
38 C	**Washington Post Magazine**, Washington, Washington Post Co	138
30A C	**Washingtonian**, Washington, Washington Magazine Co	246
49 C	**Weight Watchers**, New York, Weight Watchers Twentyfirst Corp	146
49 C	**Woman**, New York, Advance Publications	289
49 C	**Woman's Day**, New York, Hachette Publications	15
49 C	**Woman's World**, Englewood Cliffs, N.J., Bauer Publishing Co	44
29 C	**Wood**, Des Moines, Iowa, Meredith Corp	240
49 C	**Workbasket**, Kansas City, Mo., Modern Handcraft	267
49 C	**Working Mother**, New York, Lang Communications	152
49 C	**Working Woman**, New York, Lang Communications	95
45 C	**World Tennis**, New York, Family Media	187
6 C	**Yachting**, New York, Times Mirror Co	275
24 C	**Yankee**, Dublin, N.H., Yankee Publications	130
49 C	**YM**, New York, Gruner & Jahr Publications	162

Notes: C indicates consumer SRDS category. B indicates business SRDS category.